

CONTACTS

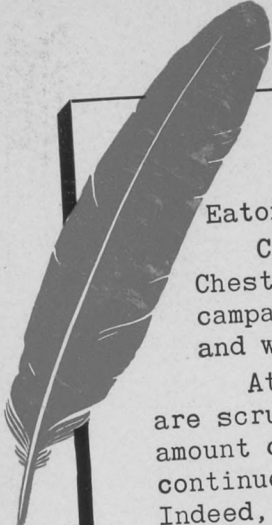
SEPTEMBER

1948



"FIRST TO EATON'S, THEN TO SCHOOL..."
(See Page Seven)





Winnipeg, Man.
August 28, 1948.

Eatonians:

Commencing Monday, October 4, the Community Chest of Greater Winnipeg will launch its 1948 campaign for funds to support its 28 charities and welfare agencies.

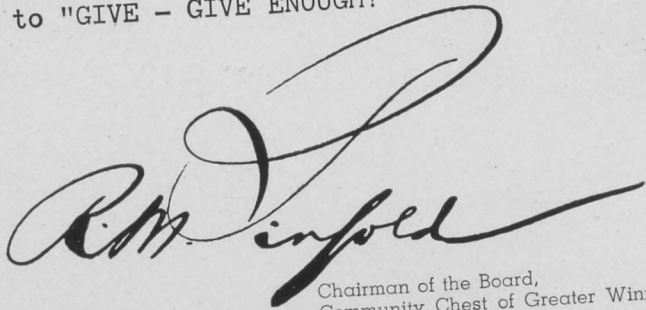
At the moment these "Red Feather" agencies are scrutinizing their budgets to determine the amount of money required for them to at least continue their present standard of operation. Indeed, their services should be expanded to meet growing needs.

The rising cost of living hits welfare agencies just as it does you and I. Thus indications are that the Chest's objective will be higher this year - but if every citizen in Greater Winnipeg gives his or her share, the Chest will be filled.

Last year almost 75,000 citizens in Greater Winnipeg benefited from these 28 Red Feather services. Your Community Chest, is sound economy - one concentrated appeal - rather than 28 separate drives. With its wide responsibilities, it is the best known method of raising and handling funds for the caring of the sick, the homeless, the underprivileged children and needy old folk of our city.

In its administration and control, your Community Chest has the benefit of the experiences and services of Winnipeg men and women in all walks of life, who voluntarily devote their time and energy to further the success of this No. 1 appeal, and civic duty.

Eatonians have always rallied to this great community effort which is the responsibility of every citizen. Therefore I urge you to set your sights higher this year to meet the challenge. Be prepared to "GIVE - GIVE ENOUGH!"



Chairman of the Board,
Community Chest of Greater Winnipeg.

"Reading and Writing and 'Rithmetic..."

"The . . . schoolboy with his shining morning face, creeping unwillingly to school . . ." —Shakespeare.

Whether he creeps back reluctantly in a "school daze" or dancing with joy, it's heigho! heigho! back to school we go. And no foolin'!

Yes, summer is over—at least for Greater Winnipeg's 43,600 boys and girls of school age. Behind the scenes, as we go to press, the Big Store is getting ready to help equip Young Canada for the battle of the "three R's."

Take school supplies, for example. What a mountain of text books meets the eye in our stationery stockrooms! And what a variety of subjects!—nearly 300—all the way from eight titles for the chubby, carefree little chap entering grade 2, to an arm-aching load of knowledge totalling 34 titles for the teen-ager in grade 10.

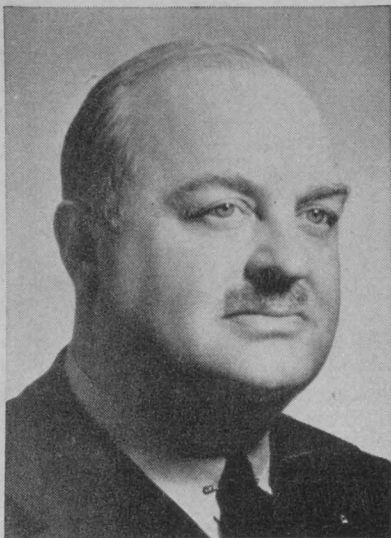
Over in the mail order a similar scene now meets the eye, where orders are being rushed out to rural and out-of-town customers. And apart from tons and tons of text books there are, of course, great stocks of school supplies—that miscellany of needfuls, from erasers and rulers to fat pencil boxes, from intriguing ball pens to jumbo scribblers, and on to those important-looking loose-leaf note books, etc., ad infinitum.

Pictured here are two scenes shot in the mail order stationery.

Checking incoming shipments of school books. Left to right: Norman Henry, Albert Waller, James Thom.

Filling customers' orders. Left to right: Jack Hunter, Marjorie Stanley, Jean Fairhill.





Mr. O. D. Vaughan Visits West

Winnipeg store recently had the pleasure of a visit from Mr. O. D. Vaughan, senior vice-president of the Company. Mr. Vaughan visited the "Gateway City" and other points during stock-taking, returning to Toronto shortly after.

* * *

It Was Nice Meeting You, Mr. Lee!

It was also a pleasure to meet Mr. Harold Lee, supervisor of the mail order advertising, Toronto. Mr. Lee was in Winnipeg from August 4 to 7 on catalogue business and dropped in to the city advertising office to say hello.

RECENT APPOINTMENTS

Winnipeg

Department W242—Fashion salon:

MISS M. M. REVIE, group manager.

Department W580 — Fruits and vegetables (basement):

MR. F. HARPER, assistant.

Red Deer

Department RD237—Men's, women's, children's shoes and rubbers:

MR. K. G. HAISE, head of department.

Saskatoon

Department S244—Women's garments, millinery, furs, sportswear, western fur promotion:

MR. A. V. ATWOOD, assistant.

Edmonton

Department E267—Draperies, curtains, pictures, paints, wallpaper:

MR. T. GOODLAND, assistant, second floor (excluding paints and wallpaper).

Department E270 — Furniture, beds, springs, mattresses:

MR. R. MILLER, assistant.

Department E272—Carpets, rugs, linoleum and oriental rugs:

MR. J. PEIRCE, assistant.

Regina

Department R212 — Books, stationery, drugs, candies, jewellery, notions, fancy goods, wools:

MR. C. J. CANT, assistant.



To Help You Enjoy Summer's Last Holiday!



In order that Eatonians may enjoy a longer Labor Day week-end holiday, all premises of the Company in Winnipeg will be closed from 12:30 p.m. Saturday, September 4, until 9 a.m. Tuesday, September 7.

On Wednesday, September 1, store hours will be 9 a.m. to 5 p.m. Please note that on Wednesday, September 8, however, store hours will be 9 a.m. to 12:30 p.m., and on Saturday, September 11, 9 a.m. to 5 p.m.

FALL AND WINTER HOURS ARE AS FOLLOWS:

Monday to Saturday (excepting Wednesday) 9 a.m. to 5 p.m.

Wednesday, 9 a.m. to 12:30 p.m.

With the exception of the week prior to Christmas (December 20 to 24), when the store hours will be 9 a.m. to 5 p.m., Monday to Friday, inclusive.





"Men at Work Overhead!"

Sand-blasters Give the Big Store a "Facial"

Squis-sh! Squis-sh! Eatonians and shoppers gazed aloft at the sound and beheld two hooded figures suspended from a scaffold high up on the south wall of the store. Behind each eerie figure trailed a long rubber hose whose end was lost to view. "Gosh," said a small boy, "don't they look like divers at work up in the air instead of down in the deep blue sea!"

This is the first time Winnipeg store has had a sand-blast "facial" and the effect is definitely "a new look." The Fort Rouge Decorating Co. Ltd. are in charge of this project and the motive power is an Ingersoll Rand compression engine on the street below. Fine, washed sand is forced up through the hose and expelled against the brickwork at a pressure of 95-105 lbs.—a force that blasts away the smoke and grime of a big city like magic! About 800 lbs. of sand per hour is used. If the wind is gentle about 30% of this can be saved by diverting it into the canvas pocket which can be seen in the picture.

The workmen wear two masks to protect them from the stinging sand. Next to the face is a rubber mask with a "lung" for breathing and over that a canvas mask with glass eyepieces. This big "facial" involves over 50,000 square feet. It comprises the south wall of the store, the entire building known as the "Annex," and some 18,000 square feet of that lovely Tyndall stone, Manitoba's own product, that is used for facing the big store's display windows. After the sand blasting, the surface receives a "dry wall" treatment that seals and waterproofs. Thus that "new look" should last many years.



"Letters of Credit"

A visitor in Canada received that well-known brand of Eaton courtesy and writes:

"Being a stranger in Canada and wishing to make several purchases here, I visited your store this morning and want to thank your staff in the various departments that I visited for the very efficient and courteous service that I received by all the clerks that waited on me.

"I particularly wish to mention two young ladies that served me in your bed linen department on the second floor, as I am quite a green-horn when it comes to purchasing these items, and was impressed enough to ask them their names—Miss Beryl Barker and Miss Dorothy Maitland, and would also like to mention the manager of your glass and china department in the basement. I did not ask him his name.

"It will be The T. Eaton Co. for me when I wish to make any purchases while in this vicinity.

"Capt. Michael Henry."

A Thank-You Letter From an English Visitor

Mrs. Hansfield was on a visit to Canada to see the grave of her son who was killed during the war. Her second son was killed over Italy. Both were pilots. She was greatly impressed with the Canadian people, Canadian weather and Canadian food, and writes:

"Before I leave for England I would so much like to thank you for the kindnesses you have shown me. I can assure you they have been very much appreciated.

"Perhaps you would pass a word of thanks to your Miss Jones, who gave her time and help unstintingly.

"Good-bye and bless you.

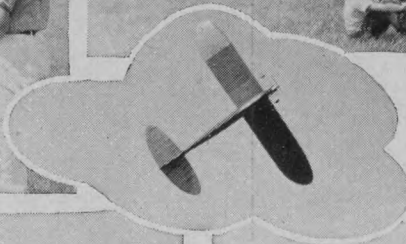
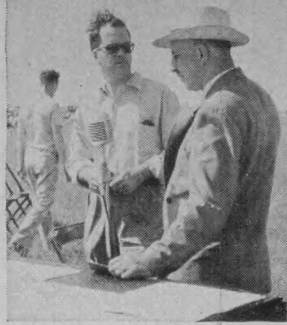
"Grace Hansfield."

* * *

This sewing machine has seen years of service and a customer from B.C. has written:

"... I would also like to know if you have a place to send sewing machine heads because ours is badly in need of repairs. It was bought from Eaton's in 1903 and it has been on the go ever since. . . .

"Mrs. M. A. Gwilliam, Fort Steele, B.C."



Attracts Crowd of 2,500 Enthusiasts!

University Student Wins Grand Championship!

About the Pictures on Page Four

Top row—left: Committee and timers were on their toes every minute—left to right—Jack Ross (drugs), Frank Frampton (men's furnishings), Bill King (stationery), Art McLellan, (sales office) secretary, and son, Richard, who was also in there pitching; Elmer Freeman (candies), Tom Miller (city ad) M.C. and announcer, Walter Fogg (superintendent's office). Centre: Mr. Ross Screation, chairman of the Air Model meet. Right: Charm and colour is added as gals grace the contest for first time. Mrs. Peggy Stone was a prize winner with her towline glider.

Second row: The Grand Champion, 19-year-old George Chapman, demonstrates one of his sailplanes. He won a total of \$250.00 in prize money and goes to Detroit

National Meet as guest of Acme Motors Ltd. Centre: A foursome of Eaton Junior Executives who assisted—left to right—Howard Manthe, Gerry Hutchinson, Len Gzebb and Jack Davis. Right: Mr. G. M. Eaton (third from left) greeting Mr. G. L. Hartley, general manager of Acme Motors Ltd., who sponsored the grand champion's trip to Detroit.

Lower row—left: Arnold Gartside, Mr. Eaton's pilot, gives his small son an elementary lesson in aeronautics. Centre: "How, daddy?" Mr. Eaton patiently answers all the questions posed by his small daughter Nancy. Right: We see an anxious moment with a fickle gas engine, while overhead another model soars into a scudding cloud.

About the Pictures on Page Five

Top row—left: Mrs. C. Davidson. Centre: Shows Jack Ross and Tom Miller discussing an entry. Right: Absorbed in "engine trouble," Mrs. Davidson makes a charming picture.

Second row—left: "Tuning" a rubber-powered model before flight. Right: A glimpse of the 2,500 spectators.

Lower row—left: Reporting for flight committeemen, left to right are Emil Myers (construction office), Elmer Freeman and Jack Ross. Centre: Gazing skyward, Timer Bob Hiscock (Junior Executive), clocks a gas model. Right: Whether you term it "modelling a plane" or a "model plane," here's a study in grace and poise.



Above—"Presiding over the tea cups" at the entrance to this intriguing display. Tea and dainty biscuits were served at a small charge, which was refunded to the shopper on the purchase of tea in the grocery department.

At Right—Mr. Sid Kinnell of Eaton's, Toronto, demonstrates tea tasting and blending.

Below—An interesting feature was the world's largest teapot (in replica), weighing 492 pounds, and holding enough tea for 810 persons.



Below—"Any time is tea time." An informal scene of His Worship the Mayor and the charming Mrs. Coulter enjoying a cup of tea in their own home.



Two Pictures Below—Grocery and provisions order board personnel were guests of the Company in an "after 5" lecture and demonstration on tea by Mr. Kinnell.



Tea . . . The World's Most Popular Beverage!

Many Thousands of Citizens and Visitors Enjoy the "Romance of Tea" Exhibit at Eaton's

Over 300 billion cups of tea are drunk in a year—according to the experts—which is quite a sea of tea! Sponsored by the Tea Bureau of Canada in co-operation with The T. Eaton Company, a "Romance of Tea" exhibit was shown in the big store's assembly hall during August 12 to 19.

Here many thousands of our local citizenry, and (despite their traditional preference for coffee) goodly crowds of American visitors as well, learned about the growing, processing, blending and tasting of "the cup that cheers!"

The lecturer and demonstrator, Mr. Sid Kinnell, tea expert from Eaton's Toronto, also let his listeners in on a jewelled secret—"how to make a good cup of tea!"

So Much to See!

Around the walls of the exhibit were scenes of tea plantations and processing; displays of antique teapots, from exquisite china two-cup pots to stately samovars and on to a replica of the world's largest teapot, big enough for a banquet of 810 persons and weighing 492 lbs.!

Another highlight was a 20-minute educational movie: "Story in a Teapot," showing the growing and processing of tea.

"Tea Party"

"Come to tea at five"—was the essence of an invitation to grocery department's and pro-

visions' order board personnel on the last day of the "Romance of Tea" exhibition after store closing, when some fifty Eatonians were guests of the Company.

Following refreshments, polished off with cups of fragrant Eaton tea, they spent a highly educational hour with Mr. Kinnell on a discussion of the teas of India, China, Ceylon and Japan.

Among the many facts they gleaned were: that the "champagne" of all teas comes from high up in the Himalayas; that tea is the world's most popular beverage (the consumption totalling 300 billion cups annually) and at a cost of three-quarters of a cent per cup—this delicious stimulating brew of most ancient origin is the world's cheapest beverage!

As Prime Minister William Gladstone put it:

"If you are cold, tea will warm you;
If you are hot, it will cool you;
If you are depressed, it will cheer you;
If you are excited, it will calm you."

CONTACTS FRONT COVER

"First to Eaton's, then to School" — the young Eatonian filling orders for pupils who will attend those "little red school houses" across the prairies is Bernice Spring (mail order stationery).

Our deepest sympathy is extended to Mrs. C. G. L. Phillips (toy department) whose mother, Mrs. Sarah E. Outwater, passed away Thursday, August 19.

MRS. OTTO SCHULTZ

The sincere sympathy of all ranks is extended to Mrs. W. B. Pickard, wife of our store superintendent, in the loss of her mother, Mrs. Otto Schultz, who passed away on Wednesday, August 11, following an extended illness. She was 88 years of age.

A well-known resident of Winnipeg and a pioneer of rural Manitoba, Mrs. Rose Schultz was born and brought up in St. Paul, Minnesota, where she married the late Otto Schultz.

In 1882 she came to Manitoba where her husband erected a store at Gretna and extended his interests to several other towns.

In 1905 the family moved to Winnipeg where Mr. Schultz opened a dry goods importing business, the first in that line in the city. He died in 1926.

Mrs. Schultz was a member of Westminster United Church and was active in social and charitable work. She was a skilled musician and took a great interest in all music.

She is survived by two daughters, Mrs. W. B. Pickard, Winnipeg; Mrs. A. H. Eager, Toronto; a son, H. O. Schultz, Calgary; two sons, Otto, Jr. and Alvin, predeceased her.

Mrs. Schultz was widely known over the store and will be greatly missed by Eatonians for her kindness and unfailing courtesy.

Eaton's Model Aircraft Contest

(Continued from Page Four)

This year the gals entered this big Eaton contest for the first time, lending feminine charm and color to the scene.

Prominent among the aircraft enthusiasts attending the meet were Mr. G. M. Eaton, director, who is also chairman of the Manitoba Branch of the Air Cadet League of Canada; and Mr. G. L. Hartley, general manager of the Acme Motors Ltd., who sponsored the grand champion's trip to Detroit.

Two golfers, slicing their drives into the rough, went in search of the balls. They searched for a long time without success, while a dear old lady watched them with kind and sympathetic eyes.

At last, after a half hour's search, she spoke to them.

"I hope I'm not interrupting gentlemen," she said sweetly, "but would it be cheating if I told you where they are?"

—The Furrow



Here are a few of the many flattering new Autumn styles in dresses and suits for

**Every Well-Groomed
Business Girl Knows That**

SIMPLICITY is the

To paraphrase "Alice in Wonderland":

"The time has come, the Walrus said,
To talk of many things:
Of slinky gowns and sandals,
'Mule' jewellery and rings!"

"There's a time for every dress, and every dress in its time" is a dictum that every well-groomed business woman realizes. In other words, for business, simplicity is the keynote to smartness!

What Is a Well-dressed Business Girl?

The well-dressed girl of business presents a pleasing picture. She is fashionable yet not too obviously so, distinctive but not "freakishly" different, charming because she is dainty and well groomed and her clothes are appropriate to the occasion.

Slinky evening dresses, brilliant colors and violent contrasts, exaggerated styles, flopping sandals and "gypsy" jewellery are definitely bad taste—especially when worn in a public place like a department store!

Well bred people do not dress more expensively than they can afford. Even on a modest income it is possible to be well dressed for business if one exercises judgment and self-control.

Eight

And Now, a "Lift" For All Eatonians

Here at Eaton's most of us are business-dress conscious. Indeed, many admiring comments have been made by visitors about the well-groomed appearance of Eaton employees. To sustain this enviable reputation, special provision has been made by the Company to help stretch your clothes' budget.

From Monday, August 30 to Saturday, September 11 inclusive, the Company will grant an additional special 10% allowance on business clothing for Eatonians' own use.



the well-groomed women of business—modelled from our broad Eaton selections.

KEYNOTE TO SMARTNESS!

This 10% is in addition to the regular 10% employees' allowance now in effect. Those not receiving the regular employees' allowance will use a specially marked employees' allowance envelope which will enable them to obtain this 10% allowance.

This generous allowance, together with the broad selection of one and two-piece dresses styled in fashionable good taste, plus those resourceful, well-tailored suits, invites Eaton girls to enter Fall in new fashions whose "simplicity is the keynote to smartness!"

And the Men?

The picture is relatively the same for John Doe. The best dressed man of business is he who is well-groomed but unobtrusive. Extremes are vulgar—suits of exaggerated cut, "loud" pattern, "noisy" neckwear and "freak" footwear are also in bad taste.

Yes, a man's clothes, too, can be fashionably correct for business without wrecking the budget. So let's go into Fall without a fumble—as Eatonians well-groomed for business.

Dress Regulations—Fall, 1948

WOMEN

Dresses and Suits: Solid black, navy, dark grey. A pin stripe design in suiting will also be permitted in the above color regulations, if conservative.

Shoes: Business-like in appearance—black, navy, tan.

Hair: Business-like in appearance.

MEN

Business Suits: Conservative in material and color.

The clothes you choose to be worn for work are to be, at all times, business-like in appearance.

Members of the staff not specifically covered by these regulations must wear clothing in keeping with the work they are doing.

Supplementary staff will also conform to Dress Regulations.

Any variation from these regulations must be approved by the superintendent's office.



Left: "You've done a magnificent job. . . ." Mr. McCordick thanks Mrs. Bailie for her outstanding service.



Seated in her office: "I've had a very full life. . . ."

Mrs. Margaret Bailie Honoured By Business Associates

Group manager of the fashion salon, and one of the best known women Eatonians throughout Canada, Mrs. Margaret Bailie retired from active business on July 29 after an outstanding career totalling thirty-three years with the Company.

On this occasion, a group of Mrs. Bailie's business associates gathered in the office of Mr. R. S. McCordick to honour the widely travelled little lady of fashion, who is almost as much at home in the famed couture houses of Paris and London as she is in Winnipeg.

As spokesman for the gathering, Mr. McCordick briefly traced Mrs. Bailie's career. She hailed from Portadown, Ireland, "Which," declared our general manager, "is noted for the many merchants it has trained and given the world." From there she went to Belfast and joined Arnott & Co., department store. At this point Mr. McCordick paused, and with a twinkle in his eye, read a reference from the latter firm which attested in glowing terms, to the character and ability of Miss Margaret Grier, as she was then. (Later she married Mr. John Bailie, her childhood sweetheart, who passed away shortly after their arrival in Canada.) The reading of this reference both surprised and delighted Mrs. Bailie who was unaware of its existence.

Her first association with Eaton's was in 1912. In 1925 she left the Company but came back to the fold in 1928 in time to open the women's

ready-to-wear department in Calgary store. Finally in 1936 she returned to Winnipeg as group manager of the import room.

"You did a wonderful job in Calgary and have done a magnificent one here," Mr. McCordick told Mrs. Bailie, as on behalf of the staff, he presented her with a beautiful Viking combination radio. A silver plaque, suitably engraved and mounted on the inner door of the cabinet added a lasting note of friendship and sentiment to this gift of remembrance.

Responding, Mrs. Bailie spoke of the endless pleasure she would enjoy from their lovely gift. She thanked Mr. McCordick and others for their kindness over the years. "The T. Eaton Company has been wonderful to me," she declared, "and I've enjoyed every minute of my service." She had left the Company briefly but was "awfully happy to get back."

The presentation over, Mrs. Bailie returned to her department where in her flower-decked office, individual remembrances from other friends awaited her.

"I've had a wonderful life!" declared Mrs. Bailie as she said au revoir to Contacts . . . "a very full life . . . and I'm still going to keep active . . . have fun and travel a bit!"

Countless admiring friends throughout the Company will join in wishing Mrs. Bailie continued good health and happiness in her leisure years ahead!

SEPTEMBER

September: (Derived from the Latin word "septem," meaning seven, as being the seventh month of the old Roman year which started in March). Among the historical highlights of September are:

September 1—Labour Day was established in the U.S. on September 1, 1884.

September 2—First Air Express service, September 2, 1927.

First electric Street Railway opened in U.S. September 2, 1885.

England and France entered in war against Germany September 2, 1939.

V.J. Day formal surrender by Japan aboard the U.S.S. Missouri ending World War II, September 2, 1945.

September 8—Italy surrendered September 8, 1943.

Magellan circumnavigated the globe September 8, 1522.

September 10—Grant of Nova Scotia to Sir Wm. Alexander September 10, 1621.

September 23—Autumn begins September 23. First Air Mail flight in U.S. September 23, 1911.

September 25—Pacific Ocean discovered by Balboa September 25, 1513.

"Busman's Holidays"

Busman's holidays were in order in the city ad this summer when two copywriters headed east to combine business with pleasure.

Inez Frankland made Toronto her holiday headquarters as she attended the annual convention of Sales and Advertising Executive Clubs, and came back to report that Winnipeg had done more than well at the convention.

The women's Advertising Club of Winnipeg came home with the prize for the highest attendance at the convention (based on delegates times miles travelled)—and the Men's Sales and Advertising Club of Winnipeg received the association's trophy for the best project of the year. (This was their series of advertising lectures, described in a previous issue of Contacts).

Incidentally, Moray Sinclair of the mail order advertising, was also a prominent Winnipeg delegate at the Convention.

* * *

Another city ad gal to head east was Betty Sparling who took summer courses in retail advertising and fashion publicity at the School of Retailing of New York University. Back in the fold once more, Betty reports that "Yes, it wasn't the heat but the humidity;" "Yes, the buildings ARE tall;" and "Yes, the course was excellent."

Hi Ya, Grandpa Gray!

He doesn't want to "advertise" it, but we read between the lines when Bill Gray (head of department, city ad) came in all smiles on August 20 and passed around a lovely box of chocolates! "I'm a grandpa, by cracky," he proudly announced.

Our hearty congratulations, Bill, and a big hello to John David Norquay, son of Mr. and Mrs. Dave Norquay (nee Nathalie Gray). Young John is a great-grandson of John Norquay, one of the early premiers of Manitoba and the first premier to be born in the province.

CODE FOR EXECUTIVES

In a recent issue of Forbes Magazine there appears a Code to Executives which was devised by Rogers & Slade, management consultants, and which seems well worth repeating. Stated in the first person—as a sort of series of basic resolutions—this code reads:

In my relations with my superiors, I will—

1. Accept my full share of responsibility.
2. Make sure I know what is expected of me.
3. Do what is requested in the best manner I know.
4. Be agreeable when asked to do something difficult or unpleasant.
5. Be honest—and not try to cover up my errors.
6. Stand up for my decisions — but admit it promptly if they are shown to be wrong.
7. Accept criticism in good spirit and not let a few rebukes "get me down."
8. Point to needed improvements but make sure my ideas are well thought out and clearly presented.

In my relations with those under my supervision, I will—

1. "Sell" the job to be done, and not "pull my rank."
2. Be firm, but reasonable.
3. Treat those working under me as human beings—with consideration for their feelings.
4. Accept proffered suggestions — or explain why they should not be used.
5. Give full job instructions and not "pass the buck."
6. Be friendly but not intimate—not play favorites.
7. Set a good working example—not break rules I expect others to follow.
8. Back up my men when they are right and give credit when and where credit is due.

NOTE—One reason I prepared this B.Y. was so I can have a copy of it on my desk where I will read it occasionally.

—From "The Back Yard" from the United Business Service.



"I want to thank the one who sent in the suggestion that I go jump in the Lake—I'm going to!"

Thanks—C.D.S. Gossiper.

"Pacific Soundings"

From Our Vancouver Correspondent, Miss M. McGibney

One-Armed Vancouver Eatonian In Softball

Meet Vancouver's female version of baseball's fabulous Pete Grey. She's pretty Patricia Nora Kelly, 18-year-old red-headed hurler for Main Merchants in the Senior B girls' softball loop.

An ardent ball fan all her life despite loss of her left arm at the age of nine, the flame-thatched tosser got her first big break recently at Centre Park when she toed the mound for the third-place Merchants.

A native of Vancouver, Pat was educated and took part in softball activities at local schools including King Edward and Vancouver Tech. She lives with her younger brother and sister and parents at 1075 Howe.

Sports hold no terror for Patricia and she resumed her diamond activities as soon after the traffic accident, which cost her one arm, as was possible. She takes part in volleyball, roller skating and swimming just as regularly as any other girl athlete.

Future plans include a sketching career for Pat. And it seems only right she should make her career with her one good arm in compensation for loss of her left.

—From Vancouver Daily Province



PAT KELLY
... one arm is enough.

Kelowna came to the fore this month with its 42nd Annual Regatta on August 4. Our Mr. Brodie was the man of the hour in the big parade with his car with its super decorations and a very delectable subject, Miss Irma Mattioda, perched on the back of the car.

Winnipeg made the decorations in their display department, and fitting it on to the streamlined model was done by the handyman at the order office with very good results, as reports have it that the car, with all its trimmings, came in for third prize. Congratulations to the order office and our Mr. Brodie!

Kelowna Regatta is really quite an international event every year, with its big time programme and the water show with the "Lady of the Lake" and elusive monster, the Ogopogo, who is the deep water monster of the Okanagan. Distinguished guests from all parts come to the Kelowna Regatta. It is one of the best this side of the Great Lakes.

The vice-president of The T. Eaton Co. Limited, Mr. O. D. Vaughan, visited the Vancouver branch of the Company, this month, although it was only a very short stay. We were pleased to have him look in at the organization here.

News and Views Within Our Doors

Holiday season has brought us very little news from the boys and girls of the staff this month, but we are looking forward to the fall round-up for our bowling teams and the final results of the baseball season.

Wedding bells rang out for a popular member of the sales floor staff, Miss Gladys McRae, now Mrs. William More. The happy couple are honeymooning in the east. Our best wishes are extended to Gladys and her husband. They will reside in Vancouver on their return.

Helen Bayes of the budget plan department, announced her engagement this week with the news that she will be married next month in Edmonton, and then journey to San Francisco to

become an American citizen. Best wishes, Helen.

Mrs. Dunn of our educational department, received thanks for a good deed, when she found a wallet and made a point to see that it reached the owner's hands. The owner wrote a very nice "thank you" letter saying how pleased she was to have it returned as she was a visitor to Vancouver, and the wallet contained all the funds that she had to spend on her holiday with her daughter.

Our Mr. K. M. English is holidaying in the east with his family. We understand that he will be visiting Regina and Winnipeg. We trust that the weather is not too hot for him, as we know how he raves about the splendor of the coast when it is raining and is very uncomfortable when the sun shines more than two days at a time.

Mr. Dyker (Victoria order office), spent a few days in Vancouver on an educational trip.

Visitors From the East

Mr. A. C. McPetridge and Mr. M. Wellband flew out from the Winnipeg store to pay us a visit. Welcome again.

Mr. McNamara of the hardware department, Winnipeg, came in to say hello. We understand that he is holidaying on the coast just now.

Mr. A. Wrigley, Winnipeg lunchroom department, also called on us. He is holidaying with his family at the west coast.

Miss V. V. S. Davies, from Penticton, called during her visit to Vancouver.



Not to be outdone by his father's picture on page thirteen, Denis Craig Brodie, age one month (the picture was taken in June), wanted to have his smile in Contacts, too!

LUCKY FELLOW!

Who wouldn't want to drive this super looking car, all dressed up for Kelowna's renowned regatta? Mr. Brodie is the lucky fellow who escorted lovely Irma Mattioda throughout the parade and won third prize for this T. Eaton Company entry. Congratulations, Mr. Brodie!



Late Despatches From the Mail Order

By T. Scott



All the Best To . . .

. . . Doris Zenuk who left July 31 to marry Jack Isaacs. Friends in 113 and 122 presented her with a chenille bedspread, lamp and a "super" smoking stand.

. . . Dell Williams (122A) and James King (122B), married on

August 14. The bride-to-be attended a shower at Jean Kolbe's home on August 3 and received numerous gifts. On leaving the department, Dell was presented a torchiere lamp and blankets.

. . . Helen Burns, a well-known figure in 122A, and Bert Wylie, a first-class ice-maker familiar to local curlers. A dinner was held in Helen's honour at the Antique Tea Rooms where a presentation was made. They were married August 21.

. . . Bessie Ladouceur, married August 7. Bessie received a bridge lamp from her friends in 122.

. . . Rose Cowan who left July 30 to marry Gordon Black of Vancouver. Rose was honoured at a shower at Muriel Tevendale's home, receiving bath towels and other gifts, and on leaving the department, was presented with a clock and blankets from 122 and 113.

. . . Jean Connon (122 office), who left August 21 to marry Tom Newport of Flint, Michigan. Jean was the guest of honour at a shower at the home of Marg Macpherson, where she was presented with bedroom lamps and a bedthrow. Jean's many friends in 122-113 gave her flatware and a breakfast set on leaving. Jean will reside in Ann Arbor, Michigan.

Best of luck to Elsie Bryan who was recently transferred to the wages office.

Congrats to Ernie (McGraw) Wall who master-minded the Royals to their first Girls' Soft-Ball championship.

It is reported that Marg McKay was voted their 1947-48 Pin-Up Girl by the Legionnaires during her recent visit to Minneapolis.

Congratulations and best wishes to Earl Shakespeare and Betty Domaslai who were married on July 31. Also to Danny Laplante who became a married man on the same day.

* * *

On August 7th, Miss Rose Lewis left department 36, mail order, to be married to Mr. Charlie Manning. Mr. J. H. Egerton, on behalf of the department, presented Rose with a pair of white wool blankets, and on August 12 the girls of the department held a dinner in Rose's honour at the Antique Tea Room and gave her an exciting assortment of kitchen accessories. Rose and Charlie were married on August 21 at St. James Anglican Church at a very beautiful ceremony. We all wish them every happiness.

Congratulations to Mr. and Mrs. John Sinclair on the birth of their baby daughter, Judith, on July 29. We hear that little Judy has those fetching black curls just like daddy!

Mr. John Swann of 36 department, has been on the sick list and we are all wishing him a speedy recovery.



THERE'S ONE IN EVERY OFFICE ---



HOGGING
THE LINE



TO GET THE MOST OUT OF YOUR SERVICE, AVOID MONOPOLIZING THE LINE. GIVE THE NEXT FELLOW A CHANCE. THIS IS A GOOD BUSINESS PRACTICE - AND THE HEIGHT OF COURTESY AND CONSIDERATION.



Top row—left: Some of the "jewels" in 215 department. Right: Looking even more dapper and youthful, Homer is congratulated by Mal Donaldson.

Lower left: "Ah! this isn't hard to take!" Homer sinks into the easy chair (gift of his associates) and puts his feet up with a happy sigh.

Homer Britton Makes It a Forty!

How does Homer do it? What is that fellow's secret of perpetual youth? . . . Wish we knew. . . . Anyway we're willing to bet a cookie that Homer Britton (diamond section) is the youngest looking male Eatonian with 40 years service west of the Great Lakes! Any takers?

On Saturday morning, August 7, the jewellery staff staged a breakfast party in honour of Homer's 40th anniversary with the Company. Mr. Alex Cranston, head of department, presided.

Thanking him for his loyalty and friendship over the years, Mr. Cranston spoke of Homer's critical illness four years ago, adding: "We were all pulling for you then as we are now." Mr. Britton was then presented with an opulent looking easy chair with matching ottoman.

Many Congratulatory Messages Read

Mr. Mal Donaldson read a congratulatory telegram from Mr. W. H. Matthews, supervisor, who was out of town. Mr. Matthews expressed his regret that he couldn't be present and thanked Homer for his loyal service over the years. Similar messages wishing Mr. Britton may more years of health, happiness and perennial youth were read from many old friends in other stores of the Company.

Looking dapper and youthful with that rakish blonde moustache neatly trimmed as usual, Homer's response was characteristically brief: "It's been wonderful to work with such a fine crowd as the jewellery . . . thanks a lot, everybody, both for your lovely gift and that big bouquet of roses for my wife."

* * *

Homer Britton was born in sunny California but grew up in Winnipeg. He started with Eaton's in his 'teens and, apart from a few years with the general office, most of his four decades with the Company have been spent with the jewellery. Here his friendly, accommodating spirit has won him many friends among customers and Eatonians alike. So keep smilin', young feller, as you start on another decade with the best Company on earth!

* * *

Presentation of a slick fishing rod and reel was also made to Homer Britton by the jewellery boys. Festivities took the form of a stag party in Homer's honour at Dunny Dewar's on Friday evening, August 6.

"YOUR JOB"

Wherever you're working in office or shop,
And however far you may be from the top
And though you may think you're just treading
the mill,
Don't ever belittle the job that you fill;
For however little your job may appear,
You're just as important as some little gear
That meshes with others in some big machine,
That helps keep it going though never is seen,
They could do without you, we'll have to admit,
For business keeps on when the big fellows
quit!
But always remember, my lad, if you can,

The job's more important—(Ah, yes)—than the man!

So if it's your hope to stay off the shelf
Think more of your job than you do of yourself.
Your job is important; don't think it is not.
So try hard to give it the best that you've got!
And don't ever think you're of little account,
Remember you're part of the total amount.
If they didn't need you, you wouldn't be there,
So, always, my lad, keep your chin in the air.
A digger of ditches, mechanic or clerk—
Think well of YOUR COMPANY, YOURSELF
and YOUR WORK! —"The Eagle News"

Miss Driscoll (third from right) is surrounded with gifts, also friends old and new. Four decades of business life may seem a long time for a gal, but to the warm-hearted Ivy, who is rich in friendships, time has wings!



Ivy Driscoll Honoured on 40th Anniversary

Acclaimed as one of the most accurate cashiers ever employed by Eaton's Miss Ivy Driscoll celebrated her 40th anniversary with the Company on August 6, and her entire service has been spent as a cashier.

When the staff considered giving Miss Driscoll a breakfast in honour of her anniversary they decided (to quote Mr. Summers), "What we ate she couldn't keep!" Thus on her anniversary morn, August 6, friends and associates gathered to offer hearty congratulations, and on behalf of the cashiers and cash system, Mr. L. E. Summers presented Ivy with smart twin travelling bags and a lovely lamp.

With a suspicion of a tear, Miss Driscoll thanked the staff for the beautiful gifts. Quiet mannered and friendly, she has won a host of admiring friends, and all join with us in wishing her congratulations on her long record of achievement with the Company.



THANK YOU KINDLY, NEIGHBOURS!

"Just to thank you for the comfort we enjoyed at your Emerson rest room. 4 tourists."

The foregoing message pencilled on a post card of Eaton's store and bearing a Wisconsin post mark, was mailed to the Company on August 14. It was another of those thoughtful gestures from visitors who appreciate the comforts of our Emerson rest room—that friendly "house by the side of the road."

ROSES . . . RASPBERRIES . . . RELAXATION

How would you like to spend all your daylight hours puttering around a garden like this? No, it wouldn't be hard to take. This is Bill Boorman's garden in suburban Victoria. Formerly in charge of the Eaton telephone system, Mr. Boorman retired a few years ago and is now a gentleman gardener at the west coast. He motored to Winnipeg last month on "vacation" and dropped in to see Contacts.

Roses (big as cabbages), raspberries and strawberries are his harvest. He specializes in "Madam Charlotte" roses (three blooms on one stem are seen in picture at right) and strawberry jam—yum! yum!

Bill tells of occasionally meeting Bill Thomson, formerly manager of Port Arthur; Charlie Tribble and Bob Hutton and other Eaton old timers now members of the Eatonian colony in B.C.





IDA SHOVE

"I would like to express my sincere gratitude for the many kindnesses shown me during these years," declared Miss Ida Shove on her 35th anniversary with the Company.

Starting her career as an Eatonian in the exchange, two years later she moved to the mail order cash.

The staff honoured Miss Shove on her anniversary August 7, with a presentation of a lovely Dalton figurine, "Balloon Lady." She received many gifts including a handbag, leather travelling case and others that attested to her popularity with the department.

Her leisure hours are spent with a book and Miss Shove is also keenly interested in music. Her many friends throughout the store and mail order join in saying "Best wishes on your anniversary, Miss Shove!"

From Brighton, Sussex, England, comes this "Thank you" note:

"As I am a widow, I received, some months back, a parcel of very delicious food, as part of your wedding gift to Princess Elizabeth.

"I just want to thank you so very much. I have one little daughter who will be ten in October, and she also would like you to know how excited and happy we both were in receiving and unpacking the parcel.

"Thank you.

"M. V. Mills."

Janitor (coming on a couple in the corridor): "Are you going to kiss that girl?"

Student: "No."

Janitor: "Well, then, hold my broom."

* * *

A VERY self-satisfied man arrived at the pearly gates and asked for admission.

"Where are you from?" St. Peter asked.

"California."

"Well, you can come in, but you won't like it."

GEORGE S. SOMERVILLE

"George Sievewright Somerville—gentleman—" would make a fitting caption for this brief tribute to a fine Eatonian and a good fellow, who celebrated his 35th anniversary with the Company on July 26.

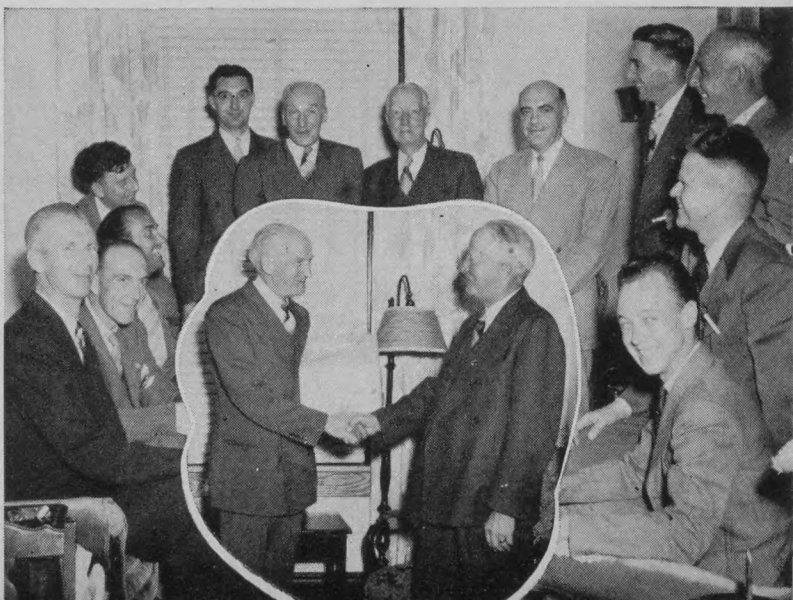
To show George what they think of him, the boys' clothing and furnishings staff held a stag supper and presentation at the home of Mr. and Mrs. Harold Johnson, after store closing. Thanking George for his splendid service, Mr. Lynde Best spoke of the many letters written to the Company over the years in appreciation of George Somerville's courtesy and helpfulness. George had starred in many a courtesy campaign.

Mr. Best then presented George with a top flight mantel radio from the staff. There were many other nice things said about George by Messrs. Dave McGill, group manager; Eric Dolan and P. H. Odell (former members of the department); Sam Hill, Alf Crone, Jim Anderson, Frank Boals and Doug Whitfield. The substance of their tributes were that George was a "swell guy;" an Eatonian who always met his customers with a smile and went to no end of trouble to satisfy their requirements; he was also an "early bird," or one of the first to arrive in the morning.

For all the eulogies and for the beautiful gift, Glasgow born George Somerville, the soft-spoken bachelor, gave out with his bright smile and expressed a simple "thank you, boys" that came straight from the heart.

Inset: George Somerville receives a mantel radio from his associates presented by Mr. Lynde Best.

Clockwise: A few of those present. Messrs. Jim Anderson, Frank Boals, Doug Whitfield, Sam Lennon, Sam Hill, George himself, Lynde Best, Dave McGill, P. H. Odell, Eric Dolan, Harold Johnson and Gordon McGregor.





"Happy Birthday to You!"

Top Left—Western buying, manufacturing head office and Western Staff Promotion furs greet Mr. Frogley (centre). Second from left is Mr. Hugh McNeill, Calgary, who has just arrived. At extreme right, Mr. R. M. Pinfold.



Top Right — A handsome Parker "51" desk set is presented by Mr. Pinfold.
Lower Centre — Frank looks very happy about the whole thing. He reads a batch of telegrams and letters.

FRANK W. FROGLEY

One of the most important, as well as the most pleasant, duties of Mr. Frank Frogley, head of the western buying office, is to meet the hundreds of buyers, factory representatives and other Eaton men who are constantly shuttling across Canada, on company business.

Upon their arrival in Winnipeg, Mr. Frogley is there at depot or airport to greet them with a hearty handshake. He then gets the visiting Eatonian comfortably settled and extends to him the friendly service of our western buying office where the welcome sign is always on the mat.

These Eatonians, therefore, will join with Mr. Frogley's Winnipeg associates in congratulating him on his 35th anniversary with the Company which took place on Friday morning, August 6. The staff really went to town in decking Mr. Frogley's office for the occasion.

On arriving, he found his desk festooned with streamers amid which was a big bouquet of pink roses, while on the wall a huge horseshoe of pink flowers surrounded a cartoon of our hero in a familiar pose. Promptly at nine o'clock Mr. R. M. Pinfold, assistant general manager, arrived to express his personal congratulations. He also conveyed the Company's appreciation for the splendid service Mr. Frogley has given in the various departments with which he has been associated.

On behalf of the staff he then presented Frank with a Parker "51" desk set. Our general manager, Mr. R. S. McCordick; Messrs. R. D. MacLean, A. D. MacDonell and others also called to express their hearty congratulations. Many messages, too, were read from Company

points across Canada as well as from New York office.

In acknowledging the gift, Mr. Frogley made a stirring response in which he thanked the Company for the many kindnesses he had received over the years. He also expressed Mrs. Frogley's thanks for the 35 lovely roses which had been sent as a delightful surprise to their summer home at Matlock beach.

Frank Whitfield Frogley was born in Toronto. His mother lived across from the original store of Timothy Eaton in the 1870's and Frank was brought up in the shadow of Toronto store.

Joining Winnipeg staff in August, 1913, he was five years with the mail order complaints. He then broadened his experience with a term in the financial audit, the printing department office and the women's shoes where he was second assistant to Mr. Frank Locke and later first assistant to Mr. Roy Graham. In 1926 he opened the Regina buying office (now known as the western buying office), later succeeding Mr. L. Wharton as head of department.

Mr. and Mrs. Frogley have two daughters: Mrs. John A. Bellingham of Stroudsburg, Pa., and Shirley who is attending Manitoba University.

Keenly interested in church activities and young peoples' work, Mr. Frogley was formerly superintendent of Elim Chapel Sunday School and also in charge of Talbot Mission, Elmwood.





Thirty-Fifth Anniversary Salute!

Top left: Staff members gathered in the O'Brien living room.



Inset: Mr. O'Brien (centre) receives a Viking outboard motor presented by Mr. Frank Staines. Mr. Stewart (right) adds his congratulations.



Top right: Mrs. O'Brien holds the 35 lovely roses presented to her as Bob expresses his thanks for the big surprise.

ROBERT (Bob) O'BRIEN

The happy occasion pictured above is a surprise party for Mr. Bob O'Brien, head of department, toys, who on August 26, celebrated his 35th anniversary of Eaton service.

It seems that the staff trooped into Bob's home before he left on his anniversary holiday. They came bearing not only a grand gift for Bob, but 35 gorgeous red roses for Mrs. O'Brien, plus a load of delicious eats to round out the evening.

Presentation honours were fittingly done by Mr. Frank Staines, senior member of the staff in point of service. The gift was enough to make any sportsman's heart skip a beat—an outboard motor!—just what Bob needed for

putt-putting around Lake of the Woods and those three weeks at Twin Lakes.

Mr. R. E. Stewart, supervisor, voiced his appreciation of Mr. O'Brien who has been his right hand man for many years, and through many a Christmas season when Eaton's Toyland grows to such great proportions. He also paid a gallant compliment to Mrs. O'Brien who was honoured with a presentation of roses.

Mr. and Mrs. O'Brien have a son with McDonald Aircraft and a daughter with TCA, who also shared their Dad's 35th anniversary honours.

Here's to the O'Briens then—a grand holiday and many years of health and happiness.

FOURTH FLOOR—(Late Despatches)

Logged in the Lingerie

News from 209 department reveals a wedding notice that missed the last edition of Contacts. Miss Ruby Morris, who was presented with a gift of blankets upon leaving our dress section, became Mrs. William Caldwell

(formerly store electricians). Miss Morris was married in St. Catherine's Anglican Church on June 26th.

And now Miss Shirley McDermot of our corset section, has walked the paths of matrimony

Eighteen



with Mr. Frank Ford. Shirley, who received a gift of linen from the department and also linen from her co-workers at a dinner and shower in Moore's Restaurant, was married on Saturday, August 21, in St. Patrick's Anglican Church. To our happy brides, our very best wishes for the future!

We were pleased to have Miss Flo Haywood pay us a visit not so long ago. Florence left our Company due to illness and we all sincerely hope that she is convalescing favorably.

Two old timers are also missing from our midst—Mrs. D. Thomson and Mr. R. Eaton being on quarter-century holidays. Enjoy yourselves!

CASSANDRA FENWICK

Congratulations to a fine Eatonian, Miss Cassandra Fenwick (mail order drugs) who celebrated her thirtieth anniversary with the Company on July 31. It was a happy event for Miss Fenwick and during the day a steady stream of well-wishers came to offer their best wishes.

Mr. McGurk made a presentation of a handbag to Cassie on behalf of the department. She also received several other gifts from her many friends in the mail order. Our hearty congratulations on your big day, Cassie, may you enjoy many years ahead of good health and good fortune.

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Congratulations to SAM CRITCHLEY

Celebrating thirty years continuous service with the Company on August 12, Sam Critchley of our elevator staff, was honoured with a presentation. On behalf of the department, Mr. Jack Cheale, inspector, presented Sam with a lovely torchiere lamp.

The glow from the lamp was no brighter than the gleam in Sam's eye as he thanked his fellow workers for their gift. Congratulations and many bright days ahead!

* * *

THIRTY YEARS WITH EATON'S

Our congratulations to the following Eatonians who have completed thirty years of continuous service with the Company.

Mrs. W. Campbell (drugs)—July 26.

Miss Sarah Miller (hardware)—July 30.

Miss Cassandra Fenwick (mail order drugs)—July 31.

Mr. Sam Critchley (elevators)—August 12.

Mr. Robert Eaton (mail order men's and boys' furnishings)—August 12.

Mr. George Reid (Regina receiving room) — August 14.

Miss Helen McDonald (Regina transfer)—August 19.

SALUTE TO A CHAMP!

Congratulations are in order to Bill Dickie (general office) who skipped the Assiniboine foursome to victory, winning the Grand Challenge Birks-Dingwall event in the Manitoba Lawn Bowling Tournament.

We also hasten to extend yours and our congratulations to Jim Bloomer—that doughty curler, lawn bowler and member of the McFadden rink who won the Eaton trophy. Though now a gentleman in retirement, Jim still takes his sport seriously.

"A WHOPPER!"

The novice at fishing had hooked a very small trout from a little lake in the Canadian wilds. He wound it in excitedly until it was rammed against the end of his rod. Then he turned inquiringly to the guide and said, "What do I do now?"

The guide drawled, "Climb up the rod and stab it with your hunting knife."

PRINTING PLANT PATTERN

Our quarter-centuryites holidaying far and near are A. Herriot, G. Matthews, J. Foster, P. Wiley, Sr.; A. Mathieson, W. Paige and S. Norton.

The stork had a busy time around the department, bringing bouncing boys to Mr. and Mrs. Bert Offer—Ronald Robert, 8 lbs. 7 ozs. Mr. and Mrs. T. H. Timlick—Malcolm Leroy, 8 lbs. 8 ozs. (mother was formerly Sigrun G. Johnson). Mr. and Mrs. Art Bennett—Leigh Arthur, 8 lbs. 11 ozs. (mother was formerly Iris Land).

We are glad to hear that Kay Watters' father is recovering from his operation and that he kept his "chin up" through it all.

The things that haven't been done before,
Those are the things to try;
Columbus dreamed of an unknown shore
At the rim of the far-flung sky.

—Edgar Albert Guest.

THE EATON BRAND NAMES STORY . . .

New Company Br

**Simplified Brand Structure Identifies Q
Classifies Other Brands . . . Names H**

For some time past, **EATON** Brands have been undergoing a change. You may have noticed it. You may have noticed new names here and there in departments. You may have noticed old familiar names dropping out of sight.

This all dates back to the Company-wide Brand Names Contest of several years ago which was held to obtain names having a greater identity with **EATON'S**, which could replace the several names above and below

THE "COMPANY" BRANDS . . .

The new brands are called "Company" Brands because they apply to the widest variety of merchandise of a cross-Company nature and are the most truly representative of all **EATON** Brands. They are four in number, as follows, and each represents a different quality-level:

Eaton

Our top quality brand name, written in script form. (presently restricted to prestige merchandise of a personal type.)

GLENEATON

Largest volume selling price line above *Eaton*. Identifies better quality merchandise.

Eaton . . .

Largest volume selling price line. A famous **EATON** name identifying popular-priced merchandise.

TECO

Largest volume selling price line below *Eaton*. Identifying lower-priced merchandise for the modest budget.

These Company Brands should always be thought of in relationship to one another, for it is in that way that they reveal the quality-levels they represent. Considered singly, they are just names. Considered as elements of a whole, and with their relationship understood, they hold great significance for our customers.

Here are **EATON** Brands—each representing outstanding value in its own right, regardless of price category—at the same time capable of guiding purchases as surely as though they were labelled **GOOD—BETTER—BEST!** The importance of this point cannot be stressed too strongly.

Brands Established

Quality-Levels of Company Brands ... Have Greater EATON Significance

Eaton price level then in use. A group of names, made up from one of the contest prize-winners, **GLENEATON**, and other previously established names, was eventually selected. The story of this group of "Company" Brands—how it will help customers to buy more easily—how it differs from other **EATON** Brands—is told below.

When merchandise supplies warrant, a Company-wide promotion will launch these new names to the public. Be sure you are ready by learning the **EATON** Brand Names Story now!

OTHER BRAND DIVISIONS . . .

In addition to the group of "Company" Brands there are three other groups of **EATON** Brands. The first and most important of these comprises what are known as "**Specialty**" Brands—and while Specialty Brands are represented in only certain specific lines of merchandise of a related nature, sold across the Company, it is nevertheless well to know about them and the place they occupy in the **EATON** Brand structure. Here are the four major Specialty Brands and the chief merchandise lines on which they are used:

VIKING

Radios, Record Players, Outboard Motors, Batteries

BULLDOG

Tires, Batteries, Sporting Goods, Auto Supplies

Solar

Watches

ACME

Stoves, Washing Machines, Vacuum Cleaners

"**Department Specialty**" Brands are the third Brand group. They are either local or Company-wide, and represent a single type of merchandise. "Bellefair" dresses and "Cottage Sweets" chocolates are examples of Department Specialty Brands.

"**Economy**" Brands are the fourth Brand group. They are sold chiefly in Basement and Annex Departments of the three main stores. "Sherwood," "Robin Hood," "Aintree," "Teconomy" and "Dorothy Vernon" are the names that fall into this classification.

A fifth group—"Promotional" Brands—comprises those Brand names created specially for Cross-Company Promotions. However, because these are seldom long-lived, they have no specific place in the over-all Brand structure.

IMPORTANT SALES STORY . . .

There you have the story, to date, of **EATON** Brands. It is an important sales story—to you and to customers. Remember it!

Whatever their name, **EATON** Brands signify outstanding quality and value in their price class. To merit an **EATON** Brand label, merchandise must pass exacting tests and answer to strict specifications. Everything possible is done to ensure satisfaction to the purchaser.

Now, with the functions of each Brand clearly defined, there is even more reason why they can be looked upon as Guides to Better Buying. More than ever, they will convince customers who buy them that **IT PAYS TO SHOP AT EATON'S.**



Timothy Eaton

Quarter Century

Club

Inaugurated 1919



Welcome to the EATON Quarter-Century Club

WILLIAM A. HALL

"It has been a pleasure to work with a Company where friendship and co-operation exist," declared William Hall (paint shop), who on July 24, celebrated his 25th anniversary with the Company. The boys of the paint shop declared "open house" at the Hall home Saturday afternoon, where they presented Bill with a beautiful mantel chime clock. To Mrs. Hall they gave a lovely bouquet of roses. Jack Morrison (head of department) made the presentation.

William Alexander Hall was born in Regina, Saskatchewan, and has spent his entire 25 years with the paint shop. In World War I he served as Bandmaster W.O. I with the Winnipeg Grenadiers.

Bill is fond of camping and hunting and for his long quarter-century holiday he "and the Mrs." are off on a trip around the Lake of the Woods. Five children—William, Les, Cy, Florence and Charlie (an Eatonian in the carpenter shop) make up the Hall family . . . and grandchildren? "Why I've got ten of them!" proudly declared Mr. Hall, and we can bet there is a great celebration around the Hall home at Christmastime. Congratulations on your "big day," Bill, and good camping!

MARGARET GILLESPIE

Winner of the Du Barry Sales Contest for the whole of Canada (Contacts, June issue), Margaret Gillespie (drugs) celebrated her quarter-century anniversary on July 30. Honouring their "star salesgirl," the department gathered to offer their good wishes while Mr. N. M. Gray presented Margaret with a lovely lamp on behalf of her fellow workers. The girls of the department gave her an exquisite figurine as a token in remembrance of the occasion.

Born in Glasgow, Scotland, Margaret came to Canada as a young girl and joined the staff with the ladies' neckwear department where she spent four years. Moving to the drug department, she has won a large following of customers who value her friendly counsel.

Soon after her big day Margaret happily left in a cloud of dust for Vancouver and Victoria. Happy holidaying and hearty congratulations, Margaret!

Lower left: William Hall receives the congratulations of his chief, Jack Morrison and is presented with a mantel chime clock.

Lower right: Mr. N. M. Gray congratulates Margaret Gillespie on completion of her 25 years with the Company and presents her with a beautiful lamp in honour of the day.



THOMAS CLARK

"Eaton's was Winnipeg in those days as it is today," declared Thomas Clark (engineers), in telling Contacts of his first years of service with the Company. Celebrating his quarter-century anniversary on August 7, Tommy was presented with a lovely torchiere lamp from his fellow engineers, and Mrs. Clark was given an Irish hand-embroidered tablecloth and a bouquet of roses.

Born in Wainfleet, Lincolnshire, England, Tommy came to New York in 1902. A lover of good horses, he was placed in charge of the famous W. B. Dickerman Stables soon after his arrival, and he travelled the Grand Circuit throughout the west with his charges for many years.

Coming to Winnipeg in 1912 he became engaged in construction and contracting, most important of which was the Winnipeg General Hospital. He joined the staff of The T. Eaton Co. Limited in 1923.

Tommy has spent nine years in 145 department and the latter sixteen years in 143 department. Mr. and Mrs. Clark have four children, Dora, Johnny, Tommy and Jimmy. Like a true Englishman, a favourite hobby is cricket, and Tommy also enjoys gardening.



Mr. Clark (left) receives congratulations from Mr. Alex Bowman, head of department.

LESLIE A. BARNES

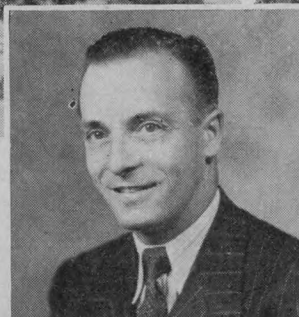
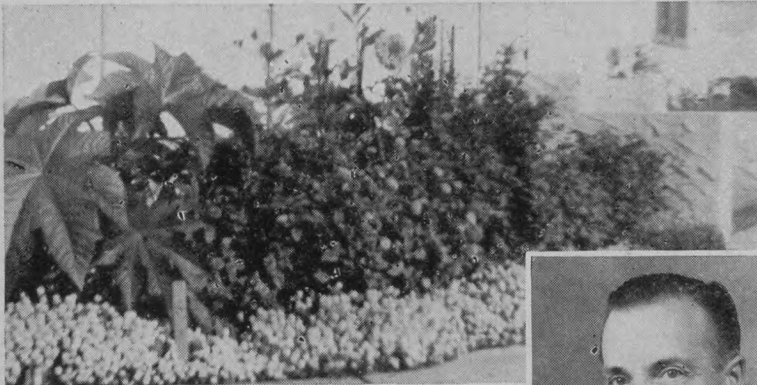
"A garden is a lovesome thing God wot . . ." and on a gentle summer evening no more enjoyable spot for a quarter-century celebration could be imagined than in the beautifully landscaped garden of Mr. and Mrs. James Drake. It was here on the evening of July 30 that the men's clothing staff gathered to honour Leslie Barnes' completion of 25 years with Eaton's.

The perfume of summer flowers and the murmuring of a tiny fountain lent charm to the scene as Mr. Ed. Martin, group manager, congratulated Les Barnes on joining the Quarter-Century Club and thanked him for 25 years of loyal service. "I'm glad to have been associated with you," said Mr. Martin, who added that Les had gone around all day with that beaming "quarter-century" smile prompted by a feeling of pride that all quarter centuryites have on their big day!

To mark the occasion, Mr. Martin then presented Les with a lovely wall mirror on behalf of his fellow workers. Tributes and good wishes were also expressed by Messrs. Jack Patterson, Stan Cameron, Harry Whitfield and others.

"Thanks a lot—you're the best gang a fellow could hope to work with . . . and thank you for the lovely roses you sent my wife." This is all Les could muster—but then every quarter centuryite, at least, understands how a fellow feels at a time like this. All the things you want to say just can't get by that lump in your throat.

Leslie Albert Barnes was born in Birmingham, England. His dad, Mr. A. J. Barnes, now retired, was a member of the service bureau staff and also a quarter-century man. Les served overseas in World War II with the R.C.O.C. Mr. and Mrs. Barnes have a little daughter, Donna Marie, 18 months young. When not playing with her, Les likes to try his hand at a bit of wood turning.



What a lovely setting for a quarter-century anniversary party! The landscaped garden of Mr. Jim Drake. Inset—Les Barnes and his anniversary smile.



"Happy Birthday," You Two! John Donnelly (left) and William Allan with their anniversary "loot."

Double Presentation for JOHN DONNELLY and WILLIAM ALLAN

Hurrah for the Irish! Cheers for the Scotch! A double celebration took place in department 28 on July 30, when John R. Donnelly and William Allan reached their quarter-century anniversaries with the Company. The department gathered to honour these two Old Countrymen with a presentation . . . to Mr. Donnelly, a mantel radio, and to Mr. Allan an electric clock. Mr. L. Cleve did the honours.

Born in Belfast, Ireland, John Donnelly has spent two years in 173 department and 23 years in 28 department. Serving overseas in World War I, John was with the Canadian Field Ambulance. Mr. and Mrs. Donnelly have one child, Kathleen Isabel.

William Allan was born in Leith, Scotland, and after coming to Canada he joined Eaton's staff in 28 department where he has spent his entire service. In World War I Bill served with the Fort Garry Horse as a trooper. Mr. and Mrs. Allan have a son, Stuart Edward (six months young) who is their pride and joy and only child.

BOWLING . . . ! Begins Tuesday, September 7th !

George Firth Re-elected President Eaton's Mixed 5-Pin Bowling League

Calling all bowlers! Sharpen your sights and get those throwing arms into shape. . . . Tuesday, September 7 is the big opening night and there will be lots of competition on hand as 76 teams from every nook and cranny of the store and mail order invade the alleys in an attempt to grab a big early lead in the race for first series honours. So let's go, gang, and make this a good start for a bang-up season!

On Friday, August 20, the league held their general meeting and election of officers. **President George Firth, Secretary Dave Mackie and Treasurer Siggie Sigvaldason were quickly returned to office for another term. The following were elected to serve this year on the executive: George Bennett, Bill Stewart, Guy Cancilla, Ernie Wall, Vera McCaw and Helen Cancilla. Pat Fellows will again handle the substitutes job, and Bill Hogg publicity.** Delegates to the Winnipeg Five-Pin Association will be Norm Henry, Bill Stewart, George Robinson, Vera McCaw and Bill Hogg.

The league will operate on the same basis as last year with nine divisions rolling three series; the winner of each series advancing into the roll-offs for the grand championship. Dave Mackie has the tough job of drawing up the schedule and it will be out soon, so watch the time office notice boards for all information on times, alleys, and what-have-you!

WOMEN GOLFERS' FIELD DAY

Ever since May 19, the day the gals had such a good time at their opening field day, the word has been "Let's have another field day!" So, come on, gals, arrangements have been made. All the hard-working committee needs now is your support. Let's make it Perfect Plus!

Date: Wednesday, September 29.
Place: Elmhurst Golf Club.

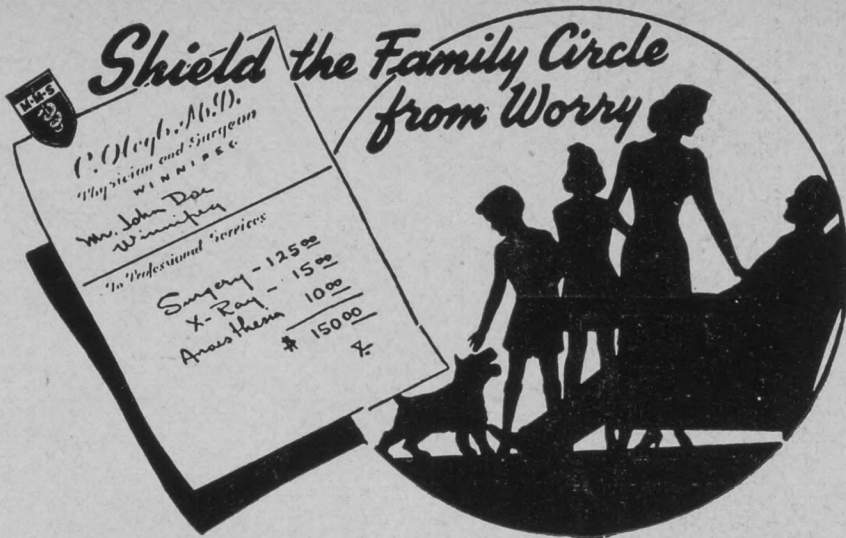
Two-ball foursome.

Four buses. First one leaving at 12:30 p.m.
Get your tickets before September 15.

Golf tournaments are coming on O.K. Prizes and cups will be presented at Field Day.

Don't stay at home and then hear about the field day later, gals! Come on out and play!

—J. Wilson



Manitoba Medical Service Group Opens

From September 1 to 30, another opportunity to enroll in the Eaton Group of the Manitoba Medical Service will be available to all Eatonians who are interested in taking advantage of this service.

No Applications Can Be Accepted After September 30

Applications and pamphlets will be available at the Staff and Welfare Office during the enrollment period, and the salary limitations applicable to new subscribers have been increased to include a Single person up to \$2,400.00 per year, a Married person without dependents up to \$3,000.00 per year, and a Married person with dependents up to \$3,600.00 per year.

The subscription rates and benefits remain the same, and it is no longer necessary to have hospitalization in order to enroll for the Medical Service

Join Manitoba Hospital Service Association Now!

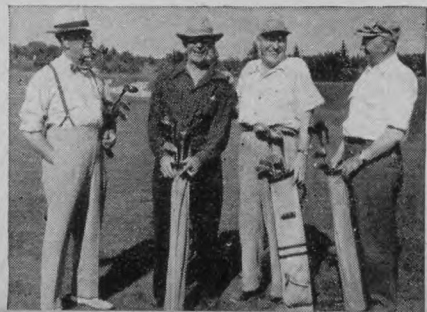
**YOU NEVER
KNOW WHAT
JOLT IS AROUND
THE CORNER!**



Don't wait until you have a condition requiring hospital care to think about how the hospital bill will be paid. Remember one family in four—one person in every eight—will use the hospital in the next twelve months. Hospital costs have gone up, an increase that is reflected on every patient's bill. You can't afford to be sick today unless you have made some provision to pay the rising costs of modern hospitalization. Let "Blue Cross" pay your hospital bills. Safeguard yourself and your family by joining the "Blue Cross" during your next enrollment period:

September 1 to September 30, with protection commencing November 1.

Apply to your Staff and Welfare Department for information and applications



Photographer's Luck!

Vic Weston Wins Seniors' Golf Tourney in Grand Outing For the Oldsters

(Pictures On Facing Page)

"Comparisons are odious" quote Will Shakespeare—nevertheless we like Vic Weston's comparison in telling how he won the Seniors' Golf Championship at Elmhurst on that lovely summer's afternoon of August 6.

"It was like a milkman's horse winning the Kentucky Derby," Vic volunteered, as he accepted the Dailley trophy for his low net score of 75. "It was just blind luck, I couldn't do anything wrong—even at the water hole my ball skimmed the water as a boy skips a stone over the surface," added Vic who says it was his third game of golf and he shoots around 150.

Over a hundred enthusiasts turned out for this "fifty and over" event inaugurated last year by Staff Superintendent Dailley. Some were greying at the temples and a bit thick in the midriff, but many looked surprisingly young and spry for middle agers!

Following the tourney the boys sat down to a piping hot dinner and impromptu song fest under the spirited leadership of Jim Quinn with Holt Boyd at the piano. It was the lusty, hearty singing that took many of the boys back to their World War I days, when, seated in a draughty canteen with a penny mug of cocoa to warm their ribs, they sang their heads off!

President Bill Thomson welcomed everybody at the head table.

It was nice to see Mr. B. C. Scrivener looking so bronzed and fit!

It was also good to see Eaton old timers like George Hubbs and Jim Bloomer.

Mr. W. G. B. Dailley spoke of the grand fun it had been despite the hectic scores and lost balls. He also paid a tribute to the late Dave Arnott as a grand golfer and a gentleman.

Responding on behalf of the printing department, Mr. George Grant thanked Mr. Dailley for his eulogy of Mr. Arnott.

Mr. G. M. Eaton congratulated the winners and presented the prizes. Mr. A. H. Young, mail order superintendent, presented the novelty prizes which certainly challenged imagination and seemed to leave nobody out, to wit:

1. Low net winner—W. G. B. Dailley Trophy —Mr. V. Weston (212)—Net Score 75.
2. Low net runner-up — Mr. G. B. Mitchell (480A)—Net Score 79.
3. Low gross winner—Mr. J. Johnston (mail order operating)—Score 84.
4. Low gross runner-up — Mr. J. Mobberley (122C)—Score 85.
5. Low hidden hole (first nine)—Mr. A. Wright (12).
6. High hidden hole (first nine)—Mr. J. Argue (360).
7. Low hidden hole (second nine)—Mr. A. D. MacDonell (156).
8. High hidden hole (second nine) — Mr. G. Lawrence (1745).
9. Shortest drive off first tee — Mr. W. Bell (drove 20 feet) (116).
10. Shortest drive off tenth tee—Mr. G. Poole (drove 35 feet) (140).
11. Most "birdies" on any card—Mr. R. D. Hinch (1762).
12. The biggest man carrying the least number of clubs—Mr. F. McKenzie (27).
13. High net score—Mr. H. Penton (267).
14. High gross score—Mr. F. C. Liminton (279).
15. Best "cribbage hand" (7's and 8's)—Mr. G. Lovell (101).
16. The least number of putts—Mr. J. S. Fowler (38).
17. The most number of putts—Mr. R. J. Orr (1766A).

Descriptions of Pictures on Facing Page

Top row—left: Vic Weston, low net, wins Dailley Trophy with a 75. Centre: W. Houston, P. H. Longstaffe, A. Tempest, A. Osborne. Right: A. D. MacDonell, W. Wakefield, W. G. B. Dailley, G. Hubbs.

Second row—left: J. M. Johnston (mail order operating) wins low gross. Mr. G. M. Eaton presents the prize amid the mock groans of Jim's admirers. Centre: President Bill Thompson looks over the score sheets. Right: E. Livingstone, J. Donaldson, J. Mobberley and J. Merrett.

Third row—left: Among those present. Right: J. Stocks, T. Hembroff, F. McKenzie, J. Farmer.

Fourth row—left: R. Spencer, B. C. Scrivener, F. Nunas (Prince Albert store), E. Adey. Centre: Back row—J. Argue, G. Niven, W. Dickson, W. Woods. Front row—E. Jones, A. Wright, D. Gray, G. Poole, E. Dolan. Right: Mr. W. G. B. Dailley demonstrates the Dailley drive.

Lower row—left: F. Woodward, H. Bemister, A. Savage, T. Walden. Centre: T. Haliday (granddaddies' champ), R. Orr, G. Bradley, O. Olson. Right: A. Clay, S. Done, W. Ferrier, J. Murray.

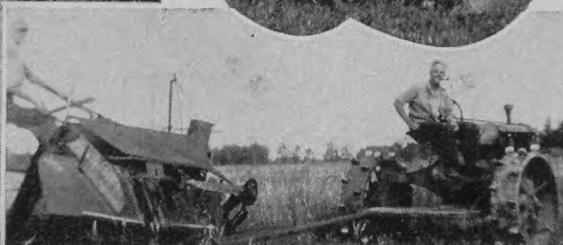
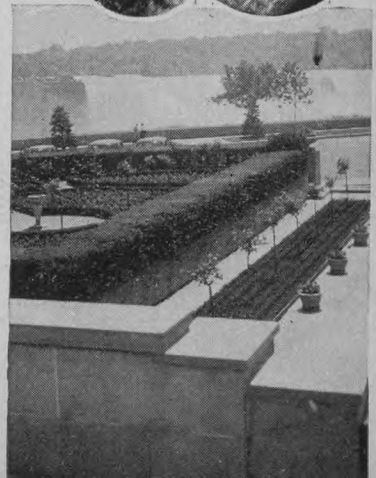
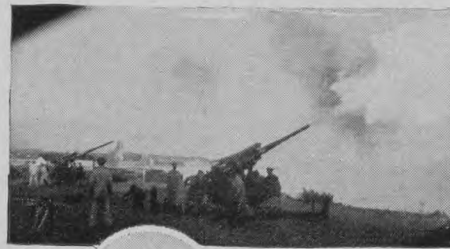
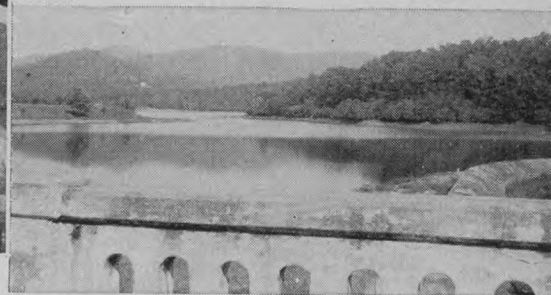


← AT CRANSTON'S COVE

The "goods" may not be fancy but it's chow time at Cranston's Cove, Clearwater Bay. These handsome(?) fellows of the fancy goods department are—back row, standing (left to right): Curly Moran and Jim Hobday. Sitting are Perc. Cranston, Bill Boston, Bob Herriot. Seated in front (with his mouth full) is Glen McWhinney.

Six hardy fellows from the fancy goods department (with Mr. S. Williams, supervisor, they comprise the male section of the department) "roughed it" at Clearwater Bay for the June long week-end.

Camping on Perc. Cranston's island at Cranston's Cove, Clearwater Bay, they had a wonderful week-end by all reports. Fun, food and fishing, and who would ask for more!



Vacation Trails....

Where do Eatonians go for their summer holidays? This question reaped a harvest of pictures to show a cross-section of holiday trails from Vancouver to Merrie England, Niagara Falls to Los Angeles, North Carolina to Bonnie Scotland and good old Manitoba. Eatonians went hither and yon to gain the maximum enjoyment from their holidays . . . but we'll let the pictures speak for themselves.

Descriptions of Pictures on Facing Page

Top Row, Left—This scenic water flow is on the steps of Meridian Hill Park, Washington, D.C. Ruth Hodgson (41 mail order) is the gal in the picture. Right—Percy Stewart (1762) snapped this picture of the honeymooners' paradise, Niagara Falls.

Second Row, Left—Theresa Normandeau (41 mail order) spent her vacation in Los Angeles, Cal. Centre—"Oops! I dropped it," says sunny-haired 9-months-old Katherine Long, daughter of E. E. Long (233), taken at Whytefold Beach. Right—Beaver Lake, Asheville, N.C., taken by Millie Barker (29 mail order).

Third Row, Left—A view of Asheville by Miss Barker. Centre—Betty Mack (1762) taken at Jackson, Mich. Right—Kicking Horse River, B.C. This picture was taken by George Poole (supply, mail order).

Fourth Row, Left—A view of Toronto from the Casa Loma Castle (Percy Stewart). Centre—Heavy artillery guns in action. Taken by George Poole while with the reserve army in British Columbia. Right—The eternal seas.

Lower Row, Centre—Fred Olson (optical goods) spent his holidays on a farm at Eriksdale, Man. Right—Another view of Niagara Falls and the lovely gardens (Percy Stewart).

Descriptions of Pictures Below

Top Row, Left—Doorway used exclusively by General Eisenhower during World War II. Taken in Bristol, England, by Bert Churches (elevators). Next—"Rock of Ages, cleft for me . . ." The rock where Augustus Toplady took refuge during a violent storm many years ago and wrote this well-loved hymn. Another of Bert Churches' pictures. Next—Katherine's sister, 5-year-old Stephanie Long, has fun on the beach. Right—Bristol University (Bert Churches).

Second Row, Left—On the terrace of the Curtis Hotel in Minneapolis are Jean Kerr (left) and Oline Orchison (right), 161 department. Next—Holidaying in California, Ab. (270 department) and Mrs. Watson had their "pitchers took" at Knotts Berry Farm, Buena Park. Next—King's Bath at Bath, England. Hot springs flowing at a 120-degree temperature all year 'round (Bert Churches). Right—"We're in the jailhouse now," sings Mr. T. Munkley (left, Ab's father-in-law), Jesse James (????) and Ab. Another comic shot at Knotts Berry Farm.

Lower Row, Left—A flower clock in Weston Super Mare, a seaside town in England (Bert Churches). Right—"Barguilean House and Ben Cruachan, Taynuilt." The Scotsmen will recognize this picture, taken where Miss Angus (drugs) spent her holidays in Scotland.





Mattie Halldorson Chosen Queen of the Mountains

Eatonian Reigns As Queen at the 59th Icelandic National Celebration

Ascending the throne at Gimli on August 2, Mattie Halldorson (122 routing section) reigned for the day as Queen of the Mountains for the annual Canadian Icelandic National celebration. Here Miss Halldorson is seen wearing the Mountain Queen robes traditional with her people. A full program, which started at 11 a.m., was attended by Icelanders from all over the province.

Mattie Halldorson celebrated her 25th anniversary with Eaton's on June 27, and is now a member of our Quarter-Century Club (see Contacts, August issue).

It was an honour for Miss Halldorson to have been chosen by her people to reign as Queen on this eventful day, and an honour for Eaton's when the Queen was a quarter-century Eatonian!

Eaton Fastball League

Semi-Finals Completed . . . Looking Them Over With Bill Clay

Play has been going along smoothly this last two weeks. We now have completed the schedule, and also the semi-finals.

Men's "A" Division semi-final between the mail order Combines and the paint shop Decots finished in two straight wins for the paint splashers by close scores of 5-9 and 9-6.

Decots played a very fast, heady game all through, with hustle and dash bringing the desired results, while Combines failed to hit their stride throughout the series.

Men's "B" Division: Tigers and Bombers put on a good display of baseball which went the limit of three games before Bombers earned the right to advance to the finals. Tigers won the first 9-3. Bombers took the second 7-9 and then Tigers fell apart at the seams to enable Bombers to win by the score of 10-1.

In the Girls' Division Royals beat the Recs in two straight games by scores of 12-5 and 15-9; and Pats beat the Jets by 13-7 and 19-12. As a result the Royals and Pats will hook up in a five-game series to declare this year's winner.

All games will be played at Sargent Park. Commencing at 6:45 sharp on Mondays, Wednesdays and Fridays.

Come on out and cheer your favorites on to victory. Here are the finalists: Decots vs. Elks, Bombers vs. Pirates, Royals vs. Pats.

Keystone Kaments

Pats have lost the services of their popular captain and third baseman, Marge Cook. She has left us to reside at Vancouver—lucky dog. Pats assistant captain, Dot Chambers, presented Marge with a compact engraved with the Pats' monogram. Manager Bill Clay thanked Margaret for all her service to the Pats.

Royals look like tough babies to beat and quite a few rooters are looking to them to take the mug this year.

Thirty

All-Star selections are now coming in, so next month you will get a "look-see" at what the managers and umpires thought of your efforts this year.

The men's clubs have not sent in any news lately, so there's not much we can tell you about them just now.

Gert Ross is on holidays down on the farm. Ann Fast, also of Royals, is going south for a month. Ho hum—wish I was there, too.

Banquet News

Place: "The Village."

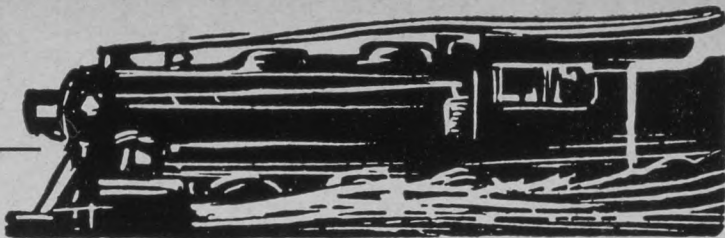
Date: Get further information and tickets from your team manager.

Camera Club Enthusiasts Enjoy Day at Great Falls

Four Eatonians enjoyed an outing to Great Falls on July 25, with other camera enthusiasts from the Manitoba Camera Club. The Winnipeg Electric Company sponsored the trip and supplied the buses for their transportation.



Left to right: P. F. Morgan (picture framing), J. Nat-suk (wages office), C. Palmer (jewellery repair) and D. Shores (paint shop).



"One Second from Eternity: Please... Don't Try It Again"

A railroad engineer, whose train nearly crashed into a car at Fremont on Sunday, addressed an open letter the following Tuesday to "the youth and his girl" in the car. His letter, sent to the New York World-Herald, says:

"I don't know who you are, it's true, but I do know you were scared to death Sunday evening near 9 o'clock when you drove your car across directly in front of a speeding passenger train. It was so close that I, in the cab, could see the young girl (your sweetheart, I presume) throw her hands up in front of her face and cringe up against you in stark horror.

"If I were that young girl I'd pull away from you, fast. You don't have good sense, son. You probably say you love her. I wonder. Those we love we try to protect. But not you.

"Wouldn't that have been a nice Christmas present to hand your mother—a broken and battered body. And how do you think that we in the cab of that engine would feel. We are human beings, too. We have young ones waiting home for us to return. We, too, could have been killed.

"You and your girl were one second from eternity Sunday, son.

"I hope you read this and know it means you, and that your girl will, too. Next time you go driving around, stop and look. We don't want to hit you but we are helpless, as we cannot swerve away from our given rail.

"If I were you, son, and you, too, sis, I'd thank God for that split second He granted you Sunday evening.

"I said a prayer for all when I realized you were going across. Perhaps that's what saved us all.

"Now think it over, both of you. And I'll bet you are both still shaking in your shoes.

"And please, for God's sake, don't try it again."

—Contributed to Contacts by Mr. G. W. Bradley, 1766.

Is Your Tot Troublesome at Times?

Children are the sweetest, most lovable little people in the world, but aren't they difficult to manage at times? It takes a few ideas like these to help your day run smoothly and keep your household happy. These suggestions are taken from an article in "Northern Lights," staff publication of the Hudson Bay Mining and Smelting Co., Limited.



... Children tire of toys they see every day. Make a bag for each day of the week, putting in each a book, doll, pull toy, blocks and so forth. Every night pick up the toys, put the sack back in the closet, and bring out a different one in the morning. The children get a much bigger kick out of them.

... If your young hopeful enjoys his bath rather too zestfully (so that there isn't a dry spot in the bathroom when he emerges from it), try giving him a number of large sized corks. They bob beautifully, but can be thrown into the water with very little splashing.

... Babies love to hear paper cracking. Fill a small cloth (salt or sugar) sack with tissue paper or cellophane. The baby will be delighted with the noise it makes and at the same time can't get any of the paper in his mouth.

... Save yourself many a step by adding an extra door pull to the outside screen doors, low enough for your small children to reach when they want to come in from playing out of doors. An old spool will serve the purpose admirably.

... Does your child balk at chores? Try giving her a choice. For instance, say "What would you rather do—help with the dishes or

make beds?" Ten to one when she can decide herself she will do better work.

... If your youngster is a dawdler, try using an egg-timer. The slow trickling sand will keep his attention and he may do wonders brushing teeth, picking up toys and so forth, trying to beat that little egg-timer.

... Have trouble getting your small boy to wash his face? Get him a shaving brush just like daddy's, and he'll love to use plenty of soap.

... If you place a good mirror in the bathroom at a height suitable for your children, they'll take more pride in their appearance.

... To help teach neatness, hang a small laundry bag in the children's room to be used for their soiled socks, hankies, panties and other small articles of clothing. This will also keep these small items from getting lost and makes sorting unnecessary on wash day.

... Small children learn early to tattle on one another. When your five-year-old comes in to tell you about a bad thing young Bobby has done, try saying, "No, wait. Before you tell me the bad things, suppose you tell me three nice things Bobby did today." By the time he thinks of three good things the bad conduct seems less important.





"And So They Were Married"

Top row—left: Rose George (telephone operators) has a charming smile for her lovely mirror. A gift from the department. Rose was married on July 30 in St. James United Church. The lucky groom was Hector Dupuis. Centre: Rosie Cowan (money returns, mail order) left our fair city for Vancouver where her wedding to Gordon Black was an event of August 7. Right: Isabel Ross (girls' clothing, mail order) also left Winnipeg and was married to Jack Donaldson on July 31 at Toronto.

Second row—left: Jean Bilsky (mail order music) was a bride of July 10. Her wedding to Michael Sniezek took place at St. John Cantius Church. Centre: Myrtle Stanbra (elevators) became the bride of Arnold Thangstad on July 10 at St. Thomas Anglican Church. Next: Joyce Richardson (122 office) was a bride of July 17. Her wedding to Douglas Howe took place at Holy Trinity Church. Right: Nettie Howdick (116) was married on July 17 to Joe Kettes at the Immaculate Conception Church.

Lower row—left: Doris Keet (laces and neckwear, mail order) was a bride of July 16 when she married Fred Johnston at St. Luke's Church. Inset: Steffie Panchuk (sporting goods, mail order) became the bride of Peter Zurba on July 24. Next: Elaine McMullin (147) was married to Frank Trossell in St. Matthew's Church on July 24. Right: Monica Trambly (mail order correspondence) left the department on July 10 to become the bride of Sam Cantafio. They were married on July 17 at the Precious Blood Chapel in Norwood.



"And So They Were Married"

Left to right: Elsie Pasmore (122) stands beside her desk which is laden with gifts. Elsie and "Jumbo" Westman were married on July 8 at the home of the bride's parents, 555 Walker Avenue. . . . Lillian Anderson (cash office) has just opened her gift of linens from the staff on the occasion of her forthcoming marriage. Lillian became Mrs. Smith on July 3. . . . Margaret Munt (1748) gives out with a happy smile. Margaret married Rev. Herbert Hartig at Trinity Lutheran Church on July 9. . . . Kay Shaw (cash office) changed her name on July 3 to Kay Schree. Kay received a gift of linen before leaving the department.

OF SUCH IS WOMAN

Analysis of the creature known as woman, as seen through the eyes of the chemist:

Symbol—WO.

Accepted Atomic Weight—120.

Physical Properties — Boils at nothing and freezes at any minute. Melts when properly treated, very bitter if not well used.

Occurrence—Found wherever man exists.

Chemical Properties—Possesses great affinity for gold, silver, platinum and precious stones. Violent reaction if left alone. Able to absorb a great amount of food matter. Turns green when placed beside a better looking specimen.

Uses—Highly ornamental, useful as a tonic in acceleration of low spirits and an equalizer of the distribution of wealth. Is probably the most effective income-reducing agent known.

Caution—Highly explosive in inexperienced hands.

—Thanks to "Ekcoes"

The family had overslept and the lady of the house woke with a start to the clanking of cans down the street. She remembered that the garbage had not been put out, and raced down to the front door, struggling into a robe, with her hair in curlers, and looking sleepy-eyed.

"Yoo-hoo," she called. "Am I too late for the garbage?"

"No," shouted the collector, "Jump right in."

* * *

"I'm sorry," said the elevator girl, "Did I stop too quickly?"

"Oh, no," said the disgruntled passenger, "I always wear my pants down around my ankles."

* * *

"Luck," says some wise person, "is the cross-road where preparation and opportunity meet."

"And So They Were Married"

Left to right: Margaret Neville (foodateria) married Robert Terry on July 3. The happy young couple are shown at the reception at Norwood Hall following their wedding. . . . Pauline Johnson (shopping card office) was a bride of August 14. The lucky fellow was Gerald Morse and the wedding took place at Gimli. . . . Eva Burke (shopper) was married on July 31 at St. Nicholas Church to Paul Kissick. . . . Hazel Wilson (147) married Albert Philpott on July 31 at 305 Beverly Street.





BASEMENT STORE

A triple presentation took place in 901 department when three of the gals left to be married recently.



Bernice English, who left July 30 to be married to Joe Telford, was presented with lamps and kitchenware from the department.

Audrey Seals left on July 31 to be married to Gordon Mooney and was presented with an iron and kitchenware.

Merle Shewfelt also left on July 31 to be the bride of John Osborne. She was presented with a torchiere lamp and a toaster.

Miss Hilda Miller entertained for Bernice English and presented her with a bridge set on behalf of those present.

Miss Ruth Kurz entertained at a joint shower for Audrey Seals and Merle Shewfelt and presented the former with bedding and the latter with an iron and kitchen gadgets.

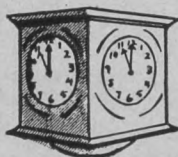
On August 11 Edith Lindquist left to be married and was presented with a mirror.

Gladys Ireland came back from her holidays with a diamond on that special finger. Best wishes, Gladys!

The men's furnishings department extends sincere sympathy to Connie Soal whose mother passed away on August 1.

* * *

MAIN FLOOR



"Nice going. . . ." "Congratulations. . . ." "Best of luck, Tom," were comments heard from all sides at the stag party held for Tom Ritchie on July 16, by that party-going jewellery department. The occasion

was to celebrate Mr. Ritchie's recent appointment to the rank of assistant in the foodateria.

Held at the home of Mr. and Mrs. R. J. Halford, the party was a huge success. Mr. Cranston presented Tom with a Parker "51" pencil to match his Parker "51" pen (a gift from the department presented earlier in the day).

The department extends sincere thanks to Mr. and Mrs. Halford on the use of their home for this eventful evening.

Thirty-four

Mr. Cranston presented Dunny Dewar with a hole-in-one trophy(?). Quite a cup! The workmanship was "fashioned and designed" by Mr. Rudolph Bieber (1766A). (Thanks, Mr. Bieber.) Dunny's hole-in-one was made at the 16th hole (200 yards) at Kildonan Golf Course.

Roy Firth, who has been in Toronto studying voice, was welcomed back to the fold by all the gang.

A Visitor From Toronto Store

We extend a hearty welcome to Miss Florence McGee, sister of Jack McGee (toys and wheel goods) who is visiting the West for the first time. Miss McGee is an Eatonian in the Toronto store and is on her quarter-century holiday. We hope your western visit is a happy one and not the last.

Jottings From the Gloves and Hosiery

A budding romance has finally blossomed! Our sincere good wishes to Jean King and Bob Hiscox (stoves and plumbing), who doesn't know Bob . . . and who wouldn't like to know Jean!, who became engaged recently. Cupid also found his mark with Doreen Randall and Ron Findlater; Margaret Grant and Frank Boddy. Our best wishes to all these newly-engaged couples!

Miss Mary West left the department on July 28 to be married to Mr. Don Scott. She was presented with a corsage and a gift of table linen from the department.

Miss Jessie Hitra (Contacts, June) who left the department in May, returned from the East for her marriage to Mr. Ralph Trebell on August 14 at Holy Trinity Church. They will reside in Toronto.

Miss Norma Patterson left July 31 for a month's holiday in California.

Bill Fortune (Drugs) Takes us On An Imaginary Air Trip!

Well, folks, most of us are either on holidays or have returned from holidays, and from all reports some wonderful times have been spent in various ways to obtain the maximum amount of rest and enjoyment; so let's take an imaginary air trip!

As we arrive at Stevenson Field we catch a glimpse of Mr. W. Brydon (dispensary) just alighting from a plane after his round trip to Scotland by air to visit relatives and friends. "A grand trip," says he.

As we stand in line to board our plane we see M. I. Drever (drug office) waving to us from another TCA plane bound for Scotland to spend her quarter-century holiday. "Luck and au revoir!"

Our plane taxis away and as we head east we see a train below us going the same way and sure enough, there's Miss A. Schultz (toilettries) waving to us from the train window on her way to points in Eastern Canada to enjoy her two months special holiday.

There's a large Greyhound bus below us and someone in the bus thought we were waving to them, so they wave back and—well, what do you know? That's Hubert Wilson and his family just returning from his quarter-century holiday spent in California and other points. Sure have to button up our safety belts to keep up with these modern speeds!

We arrive at Montreal and see one of the larger liners just entering the harbour. We look for the name of the boat and it reads "Acquitania," the same boat that took Miss Margaret Angus (toilettries) on her quarter-century trip to Scotland, Ireland and England.

We head back for Winnipeg and arrive just in time to see Bert Ellis (drug filling) and his family just leaving to enjoy his special holiday at Whytefold Beach.

Miss Margaret Gillespie is taking her quarter-century holiday and is enjoying a first look at Victoria, B.C.

The department received a note from Agnes McDivitt (dispensary steno) who is at Ninette Sanitarium. Agnes says she is improving, but slowly, so we all send our kindest regards and hope to see her soon.

Mrs. Campbell (drug office) completed her 30 years service on June 26. The department presented her with a lovely table lamp and shade, and Mr. P. Blakeman made the presentation.

Mr. Dick Murray (drug filling) and Kitty McNeil (soap counter) — now Mrs. Murray — spent a glorious honeymoon at the Calgary stampede.

Congratulations to Herb Cail (receiving room) on his recent marriage. Herb had the bagpipes pipe them from the church in proper Scotch style. The department presented him with a pair of blankets.

Eatonians Are Like That!

Madge Brown (toys) believes "honesty is the best policy," and she practices this motto, too! Recently Madge found a wallet in the store containing a large sum of money and took it to the adjusting bureau.

The owner of the wallet was contacted (a resident of Saskatchewan), who explained he had no idea where the wallet had been lost and was very grateful to the girl who found it and to the Company in their efforts to locate him. Take a bow, Madge!

* * *

SECOND FLOOR



Miss Marguerite Binne (linens and staples department) was married Saturday, July 31, at Knox United Church, to Mr. David Berry.

Miss Binne has been an Eatonian for six years and served in His Majesty's Forces during the past war. Her genial personality and pleasant manner has gained her many friends, both with Eaton customers and those associated with her in the department.

The girls of the department tendered Miss Binne a complimentary dinner at Moore's restaurant on Tuesday, July 20.

The department presented Marguerite with a wedding gift on the evening of Friday, July 23, Mrs. Mary Hougard doing the honours. Our very best wishes to the happy couple.

One of the newer members of our dress goods staff is wearing an unusually happy smile these days. Could the reason be that pretty sparkler on the all-important finger? The happy young lady is Miss Christine Beverley. We all wish you lots of luck, Christine.

THIRD FLOOR

Mr. Bill Davies bade "au revoir" to his department (washing machines and vacuums) and left for the Vancouver store. On leaving the department he was presented with a gladstone bag as a token of remembrance from his fellow workers. Bill is motoring to the coast with his family and the department sends best wishes for good health and good luck!



When Emma Koehler was leaving the D.A. office on Thursday, June 24 to be married to Michael Schmidt, she was presented with a torchiere lamp by Mr. W. J. Thomson, head of department. Emma and Michael were married at St. Paul's United Church on June 26, and spent their honeymoon at Clear Lake.

Before Yvonne Grant left the D.A. office on July 6, a lovely pair of ear-rings were given her with the best wishes of the D.A. office as Yvonne is going to make her home at New Westminster, B.C., with her family.

In honour of Miss Rey Lindsay, bride-elect of July 24, the employees' allowance department entertained at the home of Mrs. Irene Peterson, 1 Eden Apts. A presentation of a corsage and a red plaid mohair rug was made by Mrs. Peterson.

A presentation of a large wall mirror was made by Mr. W. J. Thomson, D.A. office, before Miss Rey Lindsay left on Saturday, July 17. Rey's marriage to Mr. Al Sharrow will be an event of July 24 at Holy Trinity Church. Best wishes go with Rey and Al who will be making their home at Crystal City, Man., this winter, where he is on the teaching staff.

Congratulations, Frank Harper

"We're sorry to lose you, but good luck in your new position," were the words from the girls of 300 department when they said goodbye to Frank Harper on his transfer to assistant in the basement fruits.

Honouring Frank's appointment, the department gathered on Monday, August 9, when, on behalf of the department, Joan Winnill presented Frank with a Parker pen and pencil set.

"Queen of the Beach"

The "Holy Ghost" Teen Canteen held its annual picnic at Sans Souci on Sunday, July 25. Mary Kozley (meat office) was chosen "Queen of the Beach." Congratulations, Mary!

We are sorry to report Mrs. A. Kelly and Mr. H. McBean are absent through illness. Hope to see you back soon.



* * *

FOURTH FLOOR

Mrs. M. Bowen (women's and misses' suits and coats) had two interesting visitors to the department this month, Mr. and Mrs. V. E. Kolbeins of Vancouver, who were passing through Winnipeg after a trip abroad. They sailed from New York for Iceland where they visited relatives, then left for England travelling by plane, thus cutting their journey from five days to four hours.

CONTACTS

Shopping here in Eaton's Winnipeg store, Mr. Kolbeins said that they were agreeably surprised that prices had not risen as much as they had anticipated. Comparing the prices of Iceland and Canada, he said that a suit of men's clothing in Iceland would cost the purchaser about \$200.00 and a pair of shoes from \$20.00 to \$30.00.

Mr. Kolbeins spoke of the erection of a new Eaton store on the Pacific coast and said that he looked forward with pleasure to shopping in Eaton's Vancouver store.

* * *

FIFTH FLOOR



Congratulations are in order for Bruce Gingell (boys' clothing) on his marriage to Miss Yvonne Striemer at Holy Trinity Church on June 30. You can tell that boy a secret and he won't tell a soul, because

we didn't hear a word about the wedding until a week later!

A presentation was made by Mr. McGill on behalf of the department to Bruce and also to Paul Paly, another new member of the department who has joined the ranks of the benedicts.

WEDDING BELLS



Mr. and Mrs. Peter Mazur are shown following their wedding on July 17 at Transcona.

By G. Lavers

Our best wishes to Stella Skomorowski (1100E) and Peter Mazur who were married on July 17 at St. Michael's Greek Catholic Church at Transcona.

Sorry to hear Mrs. McPherson (1100G) is sick while on her vacation. We hope she will recover soon and be back with us again.

Miss Wilma Edwards (1100D) received a lovely diamond recently. The wedding will take place in August.

Thirty-six

We welcome Miss Margaret McLeod (1100D) back to the staff after a lengthy illness. It's good to see you again, Margaret.

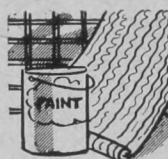
Sorry to hear Miss Ann Towes (1100E) is away sick, also Mrs. McClymount and Lily Moore. Hope you are all back soon.

The engagement is announced of Pearl Swanson (who presides over the fifth floor restaurant bar) to Gordon Findlay. And what a lovely triple-stone diamond Pearl is flashing—along with that out-of-this-world smile of happiness!

* * *

SIXTH FLOOR

The gang from the carpets and linoleums department would like to send a big "Hello, how are things coming along" to Morris Menzies who has been in King Edward Hospital for some time. Hope you will be up and about again soon, Morris!



Frank McGowan (carpets and linoleums) has been out sick. "Hope to see you back soon, Frank!"

It's a Boy!

"Congratulations, Mark, on your new addition!" Mr. and Mrs. Mark Westmacott (carpets and linoleums) have a brother for their wee daughter. Little David arrived on June 27, and has a big smile for his brand new world.

* * *

SEVENTH FLOOR

Two more brides from 147! Cupid has been playing favourites and tossed all his arrows at the gals of 147.

Hazel Wilson (see brides' page 33) was married to Albert Philpott on July 31. Before leaving the staff she was presented with a chenille bedspread from the department and kitchenware from the girls.

Elaine McMullin (see brides' page 32) became the bride of Frank Trossell on July 24. She was the recipient of a torchiere lamp from the department; towels and knives from the girls.

Best wishes to both of you.

Welcome, little Howard Gregory Curle! May all your days be happy ones! We hope your popa, Mr. J. Curle (radios) is doing fine and will soon be his old self again. We hear you arrived on July 21 and weighed 7 lbs. Congratulations! Tell your mommy we hope she isn't having too much trouble with you and Pop!

Our sincere best wishes to Barbara Ramsay (radios) who became Mrs. Fred Holloway on August 14 at Westminster Church. Before Barbara left the department, Mr. D. L. Smith (group manager) made a presentation of a torchiere lamp on behalf of her associates.

Miss Kay Patterson held a dinner at Mooge's on August 10, in Barbara's honour, where she was presented with a lovely make-up kit.



Whoopee! A Picnic!

The Eaton Life Assurance office held their annual picnic at City Park on July 24, and by all reports, everyone had fun. Stowing away their books (including rate books) all hands were off to City Park.

Good health was an essential, to keep up with ball games, races and competitions. There were many prizes and lots of good food.

One of the highlights was a "best legs" competition (men only)—name of the winner omitted but here is a clue—he is single.

☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆

Olive Simm Honoured

On August 7 a gaily decorated desk and a beautiful corsage greeted Olive Simm as the boys and girls of the budget plan and contract accounts department gathered to say farewell.

Our August bride was presented with a lovely mirror by Mr. Frank Sails on behalf of the entire staff. Later, Olive was entertained at a luncheon at the Homestead by a group of her associates, who expressed their good wishes in the form of a set of towels and a dainty petti-point picture. The lucky man? Mr. Andrew Drapack. Andrew and Olive were married on August 14 at St. Nicholas Church.

* * *

EIGHTH FLOOR

Switchboard Honours Rose George

The switchboard lost another valuable operator recently when Miss Rose George left July 23 to be married. Upon leaving the department, Mr. H. McIntyre presented Miss George with a lovely mirror from her co-workers.

On July 19 Mrs. Ella Brown held a linen shower at her home in honour of the bride-to-be.

July 20 the girls of 111, together with past operators, held a dinner at Moore's Restaurant when a pair of woollen blankets were presented to Miss George.

Mrs. Alexander was hostess at a kitchen shower at her home, Ross Avenue, on July 22, and Miss Laura Tomlinson entertained at her home, 247 Colony Street, in honour of Miss George.

The wedding took place July 30 in St. James United Church. The lucky man was Mr. Hector Dupuis. Following a reception in the St. Regis Hotel, the happy couple left for Minneapolis. They will reside in Winnipeg.

* * *

ELEVATOR UPS AND DOWNS

By A. Reese



Lee Gould who has been with us for over four years, left recently. The girls presented her with a silver tea service. Best of luck, Lee, we're going to miss you.

We also lost two more part-time girls: Wanda Storey and Mary Frankland. Both girls were presented with pictures and best wishes.



Left to right—back row: Al Todd, Helen Fisher, Jim Quinn, Eva Stewart, George Douglas.
Front row: Gladys Peterson, Joy Le Marquand, Mr. P. F. Brigden, Bernice Clements and Doreen Baker.

Alice Familton is now working at the coast. As a remembrance, the girls gave her a pendant and ear-rings. Mr. Cheale delivered the gift while he was on his holidays. Good luck, Alice.

Vi Pasichniak (nee Hinkle) returned to our department after working in the investigation department for the past few months. Welcome back, Vi, and our best wedding wishes, too.

Our best wishes to May Hamp who left us last month to become the bride of Donald Agolne at Minnedosa, Man., on July 3.

"Tonsils Removed" seems to be the order of the day. Winnie Alger and Reta Sutherland are now minus their tonsils and we're glad to hear they are both fine.

Myrtle Stanba became the bride of Arnold Thingstad on July 10. The girls gave her a table lamp which we all hope will brighten a corner of her future home. Myrtle is still with us until she joins Arnold. Best wishes.

Olive Chzyk, known to both store and mail order, has accepted a job in the east. The girls sent her a dresser set. Best wishes, Olive.

Bert Churches went to England for his anniversary holiday and has now returned to work after spending a most enjoyable nine weeks with relatives overseas.

Our newest members to the staff are Elaine Deedman, June Petrie, Marj Gate, Phyllis Main, Anita Jones and Elsie Schwartz. Welcome, girls.

An American couple and their son of about five years, entered a Donald Street elevator. When the car started up the little boy exclaimed: "Gad, sir, what a machine! You can see right through it."

* * *

Glad to see George Hargreaves, custodian, at Graham Avenue freight door, up and around and looking fit after his recent operations. Come back soon, George, we all miss your smile and cheery greeting as we pass the doorway.

Professor: "Give the most important fact about nitrates."

Student: "They're cheaper than day rates."



By J. Leighton



Jeannette Vokey (boys' clothing, mail order) bade adieu to our office on Wednesday, August 11, to become the bride of Mr. James Whitehill at Grace United Church on Saturday, August 14.

Her desk was gaily decorated and laden with gifts of good-will on her day of departure. In making the presentation of a lovely chenille bedspread on behalf of the staff, Mr. A. S. Parker bespoke her capabilities as a worker, voicing confidence that she would make an excellent housewife.



By D. Hardiman



Steffie Panchuk (61 department (see brides' page 32) became the bride of Peter Zurba on July 24 at Boyd Church. On leaving the department on July 17, Steffie's desk was gaily decorated and she was presented with a torchiere lamp from

the guys and gals of the department. Best of luck, Steffie and Pete.

Department 61 said "good luck and a happy holiday" to Mr. Johnny Niven on July 10, when he left for Prince Albert to spend his quarter-century holiday.

We wish to congratulate Mr. McKenzie (27 department) on his very good golf score on August 6 on the occasion of the "Young Men's Golf Day."

We are glad to see that Mr. Ed C. Olien is now well on the way to a speedy recovery after becoming a father on August 6. Best wishes to William Robert Olien and we hope to see his mother (a former member of 61 department) up and about soon.

On July 29, department 61 held a golf tournament at Bourkevale Golf Course and later had a party at Mr. James Carson's house on Ferry Road. Jim Oakes and Audrey Smith won first prize in the men's and women's games. This is not saying much for the golfers as it was Jimmy's third game in 15 years and Audrey's first game in her life. Can anyone give us a little golfing instruction?

Thirty-eight

By D. Hunt



On July 31st Elsie Mack left 116 department to become Mrs. Stan Hrhynk on August 6 at All Saints Church. Elsie was presented with blankets and a sandwich toaster from the department and silverware from the store. Best of luck, Elsie and Stan.

All the best to Jean McDonald who left on August 7 to wed Bill Peppin on August 14 at St. Eugene Church, St. Vital. Jean received blankets from the department and many other gifts from friends.

Pat Koroluk was all smiles on August 12, and no wonder! She was wearing a beautiful diamond received from John Barnicki. Best wishes, Pat.

We hear Mr. Bell of 116 has been hitting "ye olde golf ball" in great style these days.

By J. Baynes

Another member of 118A, Miss Ann Guinan, left for her two months holiday on Saturday, July 30. Ann plans a leisurely trip through the U.S.A. visiting friends and relatives and seeing the sights generally. We wish her a very happy holiday and shall look forward to hearing all about it on her return in September.

We were all glad to see Syd Gerrard looking so fit and well after his long holiday. Goodness that time went fast, Syd!

Diamond, diamond, who's got the diamond? Why, there it is on Yvonne Phaneuf's finger. Good luck and all the happiness in the world to you from us all.

Sluggo Jackson is back from his holidays with good intentions of becoming one of the best hitters in Eaton's Ball League, but apparently Sluggo has been trying to hit the ball with a pitch fork handle instead of a bat.

Cas Skelly, an exponent of the very fast game of horseshoes, is sending out challenges right and left. Latch on girls, here's your chance to be a winner.

* * *

By M. Greenwood

What a perfect way to end a holiday! Kay Ehnat came to work all smiles no brighter than the diamond shining on that all-important finger. Best of everything from us all, Kay.

On July 24 the mail order exchange department said fare-



well to Miss Jean Lindsay who left to make her home with her family in Victoria, B.C.

On this occasion, the department presented her with a travelling case. Good luck to you, Jean, hope you will like Victoria.

We extend our deepest sympathy to Georgie Couture (119) in the loss of her sister, Mrs. J. Boulac.

By B. Stevens

Mail Order Cash: We extend our sincere sympathy to Olive Orchison whose father passed away August 3.

Best wishes to the following girls on their recent engagements: Hazel Mills, Mary Ann Bast and Blanche McDougall.

Anne Bula left Saturday, July 31, to be married August 7 to Nick Zasidko. Anne received a lovely chenille bedspread and a rose bed-throw from the department, and other gifts from friends. Good luck and best wishes, Anne and Nick.

On Saturday, August 7, Miss I. Shove celebrated her 35th anniversary with the Company. It was a happy day for her with congratulations coming from many friends. Details are on another page of this issue, but the staff again take this opportunity to express their congratulations and best wishes.

By R. Soutter and D. Balsdon

Departments 173-167-159: Mary Stefanko was presented with a pair of woollen blankets when she left to be married to Don McIvor on Saturday, July 24. The wedding took place at St. Andrew's Church. Best wishes to you both.

Two more members of the mailing list who left on August 7 to be married were Marion Verner and Steffie Senkyni. Marion is to be married on September 4, at Greenwood United Church to Stan Bilyk. Marion received a lovely pair of blankets from the department and many more gifts.

Steffie is to be married to Bernard Sadoury at St. Vladimir and Olga Church on August 14. Steffie was the recipient of a lovely pair of

lamps from the department and other gifts. Best of luck to you, gals!

Best wishes to Lena Vanberg who received a lovely diamond recently.

Joe Sigurdson paid us a visit the other day from Ninette. It was nice seeing you, Joe. We hope it won't be long before you are back with us again.

The sympathy of the departments is extended to Pat McCluskey in the loss of her father who passed away on July 18.

* * *

By W. Quayle

Miss O. Fischuk (men's hats, mail order) left us on July 31 to be married to Mr. E. Laing of Cumberland, Maryland, U.S.A., where they will reside.

She was at home on Saturday morning to her many friends who called to offer congratulations and to see the many gifts, including a lovely pair of blankets presented her by Mr. Daw on behalf of the department.

Jack Donnelly of 28 department, left the Company on Saturday, August 7. Before leaving he was presented with a beautiful wallet with a token of remembrance by Mr. Orr on behalf of the department; also two lovely shirts from the girls. Good luck, Jack!



CHEERIO! BURT HENDERSON

The many friends of Burt Henderson (general office) will be glad to hear that he is now recuperating after his long illness. Mrs. Henderson dropped in recently to tell Contacts that Burt sends his regards to all the boys. He has been out of action since July, 1947, but thanks to the beneficial climate of the west coast, is much improved. He'd be tickled pink to hear from any of his old pals—address: 74 West 23rd Ave., Vancouver.

We Extend Deepest Sympathy to the Following Eatonians Who Have Recently Lost Someone Dear to Them

In the Loss of a Mother

MR. HOFFMUSTER (1100)
MISS S. KERR (foodateria)
MISS P. McCULLOCH (lingerie)
MR. D. MORROW (freight routing)
MR. R. MORROW (elevators)
MR. H. PURDY (receiving room)
MISS C. SOAL (basement men's and boys' wear)

In the Loss of His Wife

MR. W. KINDRED (elevators)

In the Loss of a Sister

MISS G. COUTURE (mail order exchange)
MISS J. TAPOLA (1100)
MISS J. TODD (drugs)

In the Loss of a Father

MR. FULFORD (electric refrigerators W.R.)
MISS P. MCCLUSKY (mail order salesroom)
MR. B. McVEIGH (girls' clothing)
MRS. O. ORCHISON (mail order cashiers)

In the Loss of Her Husband

MRS. K. SIMPSON (grocery and meat order board)

In the Loss of a Brother

MR. B. EVANS (economy self-serve)
MISS A. ELLIS (electricals)
MR. J. LEE (night caretaking)
MR. C. PARKINS (mail order infants' and children's wear)
MR. H. COOPER (furniture C.D.)

CONTACTS

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City Advertising



In Memoriam

MR. CHARLES S. STEWART



Charles Speirs Stewart, former manager of the women's fur department, died August 16 at his residence, following a long illness. He was 76.

Mr. Stewart was born in Meaford, Ont., and came to this city early in his business career. Formerly manager of Stewart's Limited, ladies' ready-to-wear, he joined Eaton's in August, 1923. He was associated with garment departments before taking charge of the women's furs in 1926. On January 12, 1939, he retired from active business because of ill health.

An active member of St. George's Anglican Church, Mr. Stewart was for several years a vestryman and choir member. He was interested in golf and curling, belonging to the Elmhurst and Granite clubs. He also was a member of the Masonic order.

Besides his widow, Jeannie, Mr. Stewart is survived by two sons, Charles D. and William, both of Winnipeg; two sisters, Mrs. T. E. Bennett of Meaford and Mrs. D. M. Brodie of Windsor, also five grandchildren.

Funeral service was held Thursday, August 19, from St. George's Anglican Church, Rev. F. R. Gartrell officiating. Interment was in the family plot at St. John's cemetery. Honorary pallbearers were Messrs. E. B. Walker, W. C. Mortimer, B. C. Scrivener, C. R. Allen, G. M. Hubbs, A. E. Russell, W. R. Clubb, M. M. Lowe; active pallbearers were C. M. M. Kay, Dr. A. R. Gordon, H. B. McLarty, L. L. MacNeill, Rev. G. M. Stewart and N. S. Brook. To Mrs. Stewart and family is extended our sincere sympathy.

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In Memoriam

MR. FREDERICK PUGH IS LAID TO REST

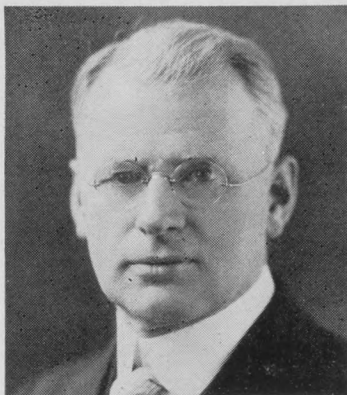
Former manager of the Eaton research bureau, Winnipeg store, Mr. Frederick Pugh, died at his home on Saturday, August 14. He was 71 years of age.

Mr. Pugh was born in Cleobury, Mortimer, Salop, England, and came to Canada as a child with his family, settling in Toronto.

In 1898 he joined the Company and was shortly made assistant superintendent of factories, which position he held until 1905 when he came to Winnipeg store.

Mr. Pugh served in the capacity of department manager and foreign buyer, and later organized the research bureau and testing laboratories.

He was the author of articles on microscopical analysis of textiles, prairie fruit growing, and developed the Eaton's Farm News Service. He also did research work on the use of Tyndall limestone for the firm.



Mr. Pugh took an active interest in the Industrial Development Board and the Agricultural Bureau of the Winnipeg Board of Trade. He retired from active business in 1936 after an outstanding career of 38 years with The T. Eaton Co. Limited. An ardent horticulturist, he was to have received a life membership in the Manitoba Horticultural Society annual convention to be held next year.

Among his many other interests he was a member of the Canadian, Winnipeg Winter, Empire, St. George and Kiwanis clubs. He also belonged to the following societies: Ontario Rose Growers, Canadian Society of Technical Agriculturists, Royal Society of Arts (London, Eng.), British Textile Institute, American Association for the Advancement of Science, American Chemical, Royal Astronomical, Canadian Mining and Metallurgical Institute and Manitoba Chemical.

In later years, Mr. Pugh became interested in the raising of domestic mink and developed some good stock at his ranch and summer residence, "Woodlands," Charleswood.

Surviving are his widow, Charlotte Margaret; one son, Stewart, with C.I.L.; and one daughter, Margaret Charlotte, on the dietitians' staff at Deer Lodge Hospital. A brother Thomas, resides in Montreal, and one sister, Mrs. Charles Schaffter, lives in Toronto. To them is extended our deepest sympathy.

Honorary pall-bearers were Messrs. S. E. Harris, B. C. Scrivener, W. B. Pickard, R. J. Fry, W. K. Charge and W. A. McNaught. Active pall-bearers were: F. A. Sparrow, F. T. Anderson, N. S. Brook, A. G. Bass, A. M. Oswald and R. Mitchell.

Funeral service was held at 3:30 p.m. Tuesday in All Saints' Anglican Church, with Rev. Archdeacon Askey officiating.

JAMES ARTHUR SWITZER

It is with deep regret we report the passing of James A. Switzer of our carpenter shop, whose death occurred on Friday, July 30. He was born near Napanee, Ontario, and was 55 years of age.

A carpenter by trade, Mr. Switzer was formerly employed by McDonald Aircraft before coming to Eaton's in 1947. Kindly and well liked by all who knew him, James Switzer will be greatly missed by a legion of friends. He was a regular attendant of Calvary Temple.

Surviving are his widow; a daughter, Marion, 18; and a son, Sanford, 10. To them we extend our sincere sympathy.

JOHN "BARNEY" McCLUSKY

It is with deep regret we report the death of a fellow Eatonian, John "Barney" McClusky, one of our maintenance night staff (paint shop). He had been with the Company for ten years. His death occurred on July 18.

Born in North Ireland, John McClusky served during two wars; in South Africa and World War I. Surviving are his widow and three children. Many friends around the store will miss his genial manner and friendly smile. The funeral service was held at All Saints' Church.

1000 QUESTIONS . . .

WHERE can I park my car? . . . Where is the china department? . . . How do we get to Clear Lake? . . . Where is your grill room? . . . Where are the principal parks? . . . hotels? . . . theatres? . . . Where are the linens, woollens, etc.? . . . How much merchandise may we take back to the States duty free? . . .

These are typical of the estimated one thousand questions per day asked of our information bureau staff. And all questions are courteously and correctly answered by these experts. Countless more questions are put to Eatonians in selling departments daily. Can you answer them? Let's all be ready to extend our famous Eaton brand of courtesy and helpfulness to the visitor within our gates!

